

**CANADIAN
FARM IMPLEMENTS**

1913

AUDITORS JEDGEM

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CANADIAN FARM IMPLEMENTS

VOL. IX., No. 1.

WINNIPEG, CANADA, JANUARY, 1913.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1 00
Per Copy, 10 cents

UNION BANK OF CANADA

Established 1865

HEAD OFFICE - - - WINNIPEG

Paid-up Capital.....\$ 5,000,000

Ret and Undivided Profits.....3,300,000

Total Assets, over.....69,000,000

Hon. President—HON. JOHN SHARPLES

President—JOHN GALT

[Vice-Presidents]

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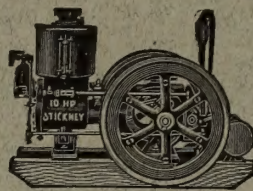
Head Office, Winnipeg

This Bank, having over 290 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg Branch: D. M. NEEVE, Manager; F. J. BOULTON, Assistant Manager.

Stickney Gasoline Engines ARE THE BEST

M 14



Don't Buy Huls

A stroke bushel of wheat weighs 60 pounds, while a stroke bushel of oats weighs only 32 pounds, because of the oat hull. A stroke bushel of hulled oats

weighs 60 pounds. Don't sell hulls, but sell a full weight Stickney Engine, in which every pound represents true horse power value.

Ontario Wind Engine & Pump Co. Ltd.
TORONTO - WINNIPEG - CALGARY

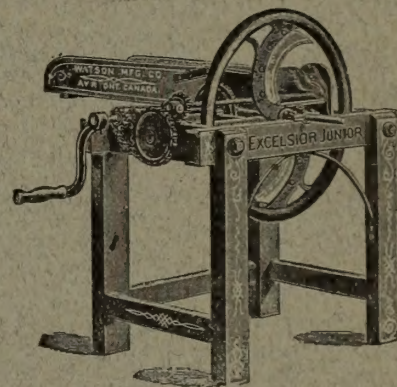
Saws That Sell—Excelsior Cutters

This is the season for selling saws, and when a saw is running on one of WATSON'S Pole Saw Frames it possesses a great attraction for customers. These frames have a heavy steel drive shaft, having no end play. They are firm, rigid and strongly braced and have a solid fly wheel and three pulleys. WATSON'S Cordwood Saw Frames are the ideal frames for steady running, and are fitted with a ratchet pulley.

Do you want to sell a feed cutter that will give absolute satisfaction to your customers? The Excelsior Junior fills the bill. It retains a razor-like edge all the time. Made in seven styles and sizes; it can be driven by hand, horse-power, engine or windmill. One lever starts, stops or reverses it. Write us today for our dealer's proposition.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG



FOR LIGHT POWER 2-4 H. P. ENGINE USE ONLY A Fleury "Little Wonder" Grinder

"I put the 'Little Wonder' Grinder at work to-day, and was much surprised with its work. With a 3 H.P. engine we ground ten bushels per hour of last year's barley and made a fine job of it. I have never bought any article in my life that I liked better.

(Signed) JOSEPH W. SPRAGG."

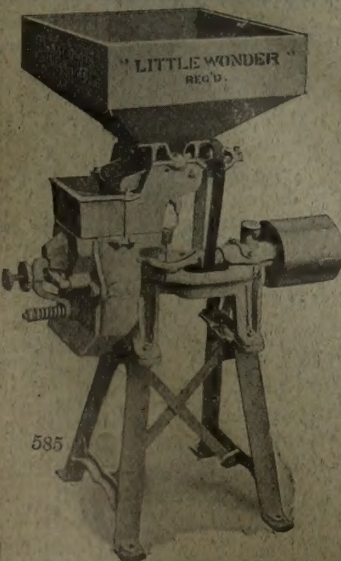
J. Fleury's Sons, Aurora, Ont.

Medals and Diplomas at World's Fairs,
Chicago and Paris.

JOHN DEERE PLOW CO., LTD.

Sole Agents

WINNIPEG, REGINA, CALGARY,
EDMONTON, SASKATOON, LETHBRIDGE



585

The Dominion Bank

HEAD OFFICE: TORONTO

Capital authorized \$10,000,000

Capital paid up 4,900,000

Reserve funds and undivided profits 6,500,000

Agents and Branches throughout Canada
A General Banking Business transacted
Special attention given to Savings Accounts

Savings Bank Department

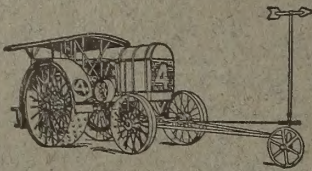
In connection with each Branch.

Winnipeg Branch:

F. L. PATTON
Manager

Corner Main and
McDermot

G. R. HERON
Ass't Manager



BIG FOUR Farm Tractor



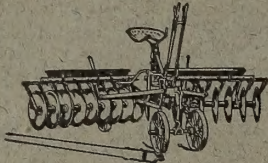
EMERSON Low Down Spreader



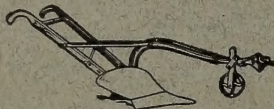
EMERSON Drill



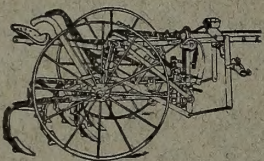
EMERSON Foot-Lift Plow



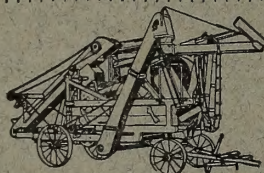
EMERSON Disc Harrow



EMERSON Walking Plow



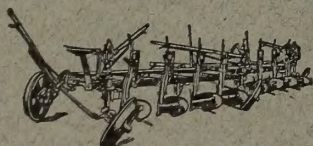
EMERSON Cultivator



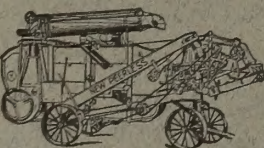
REEVES Corn Sheller



EMERSON Deep Furrow Plow



EMERSON Engine Plow



GEISER Peerless Separator

Every Dealer

wants to handle a line that will bring *more* business to his store—that will prove *satisfactory* to his customers.

When you sell an implement, you want to be sure it will *stay sold*—that it will not be returned and cost you your *profit* on the sale.

The name EMERSON on a machine means that it will do its work with the greatest efficiency, least expenditure of time and labor—greatest convenience to the operator. EMERSON on an implement or vehicle means what NEWTON means on a wagon—what the name REEVES means on threshing machinery—what the BIG FOUR “30” means in the tractor world—EFFICIENCY.

That is why all these great Companies, now welded together, have been makers of agricultural history—because all these years they have been making implements and machines and vehicles and wagons a little better than anybody else makes them.

We are spending thousands of dollars in the agricultural papers to tell the farmer that EMERSON machines will help him to farm better—easier and cheaper.

It will pay *you* to get our *Dealers' Proposition*. Write today to

Emerson-Brantingham Implement Company

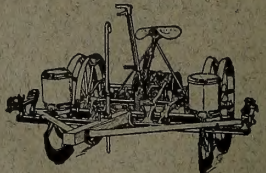
(INCORPORATED)

1150 Princess Street :: Winnipeg, Man.

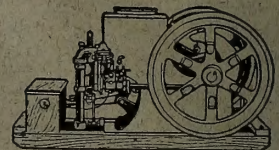
The Largest Line of Farm Machinery in the World

Plows, Harrows, Pulverizers, Listers, Spreaders, Planters, Drills, Cultivators, Mowers, Hay Tools, Baling Presses, Corn Shellers, Gas Engines, Farm Tractors, Steam Traction Engines, Threshing Machines, Road Rollers, Wagons and Vehicles

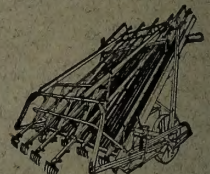
29858



EMERSON Corn Planter



EMERSON Gas Engine



EMERSON Gearless Hay Loader



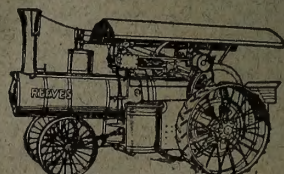
GEISER Baling Press



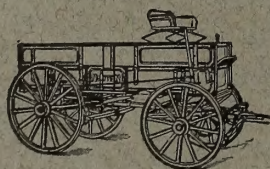
EMERSON Hay Rake



EMERSON Standard Mower



REEVES Steam Engine



NEWTON Wagon



EMERSON Buggy

Canadian
Sales Agents:

TUDHOPE, ANDERSON CO. LTD., WINNIPEG

CALGARY

REGINA

SASKATOON

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EDMONTON

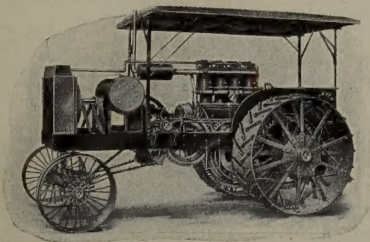
SWIFT CURRENT

BRANDON

YORKTON

For Your Work

YOU SAID you wanted a Gasoline Tractor not only to plow and put in the crops, but that had enough speed to pull binders and be suitable for freighting on the road. It must be a steady threshing power and be a Tractor you could run and look after yourself, and that would last.



WE OFFER YOU a Gasoline Tractor that adapts itself to the work in hand. The power is flexible. Two-speed gearing allows you to instantly change this machine from a slow heavy puller to a fast hauler. In the belt it is 45 B.H.P., and is a wonder. In fact, one of our Tractor Owners called the other day to see if it was possible to put a pulley on both sides and run two separators.

This Canadian-Made Tractor exerts a pull at the draw-bar equivalent to that of 22 horses. Being four-cylinder, and having a balance wheel on both ends of the crankshaft, it delivers a smooth steady power almost as vibrationless as an electric motor. The floor of the cab is at the same level as an engine gang plow platform; thus doing away with steps and ladders to get into the cab. The drive wheels, frame, gearing and drawbar we have often been told are built too heavy, but we believe in powerful construction for year in and year out service, and have kept right on putting in the quality and workmanship.

It is easy to operate this Sawyer-Massey Canadian-Made Tractor, as it requires very little attention from the time it is started until you stop it. The convenient placing of the simple, easy operating control, makes it recreation to drive this machine. Even the oiling has been reduced to a minimum by our system of automatic and splash lubrication. This Tractor does not require "titivating" (whatever that means).

Sawyer-Massey Plans for 1913 are tremendous. Our enlarged Canadian Factories enable us to take care of your requirements better than ever before.

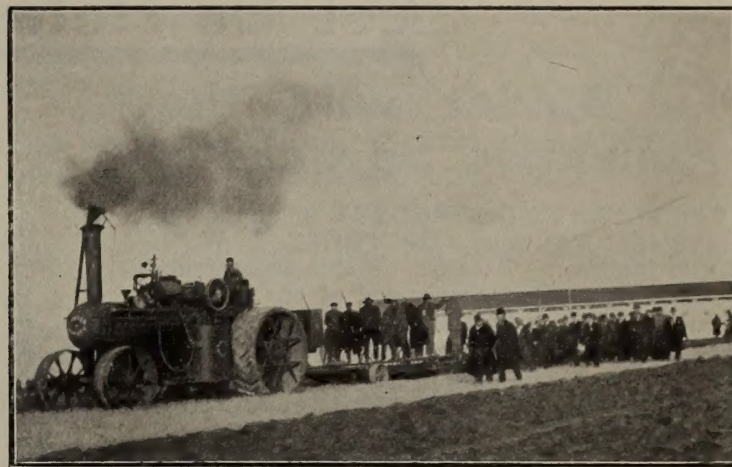
Someone in your Town will sell our Premier Line of Canadian Power Farming Machinery. How about you? 1913 contracts now being made. Wire, 'phone or mail in your application.

Sawyer-Massey Co., Ltd.

Factories:
HAMILTON, Ont.

Western Branches:
REGINA, Sask. WINNIPEG, Man.

That Powerful Sawyer-Massey



"Pulling Twenty Plows Four Inches Deep—In Breaking"

That's what men of authority told us we were doing with our powerful 35 h.p. Steamer, breaking virgin prairie at the Dry Farming Congress, Lethbridge, October 21-26.

Look at the crowds following.

We actually pulled ten 14in. John Deere bottoms, eight inches deep, and with a double set of 10ft. Bissel Engine Disks hitched on behind. In the tough breaking there, this load they told us was equivalent to pulling at least twenty plows four inches deep any place in Western Canada.

There is no scrimping in any of the generous dimensions of these Magnificent Canadian Steam Tractors—the Power Wonders of the West. Designed and built at our Canadian Factory for pull—both in the belt and at the draw bar; stronger, better built and more economical engines than have been heretofore manufactured. They have overcome the trying conditions of poor water, poor fuel, hard tough breaking, and extreme temperatures.

Sawyer-Massey Co., Ltd.

Canadian Factories:
HAMILTON, Ont.

Western Branches:
REGINA, Sask. WINNIPEG, Man.

Cockshutt Dealers are Getting a Big Share of the Harvesting Machine Business with the **FROST & WOOD LINE**

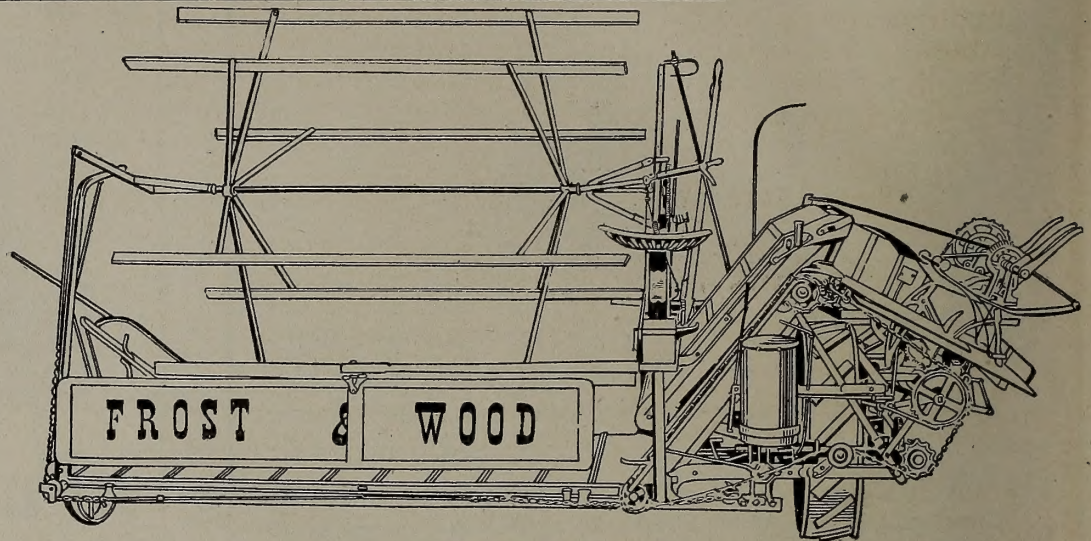
Let Us Help You Do That Too

The Binder with the Eccentric Sprocket

The **ECCENTRIC SPROCKET** is one of the features that has made the **FROST & WOOD BINDER** famous. Because of this long-stroke, short-stroke sprocket, the speed of the binder is not slackened in any way when the bundle is being tied. Fast, steady cutting and even draft are the result. There is no extra draft thrown on the team when the bundle is being tied. The horses walk right along at a steady pace and consequently cover more ground than they would with a binder that has no eccentric sprocket.

The **FORCE FEED ELEVATOR** handles all quantities of grain and instantly adapts itself to any change in the amount of grain to be elevated. It delivers the grain to the packers steadily and in the best condition for binding, no matter whether the grain is heavy or light.

Here are some other **FROST & WOOD** features that will appeal to any man who appreciates a fast-working binder; one that is light in draft, and substantially built. The knotter is simple, reliable, and can be depended upon to securely tie every bundle. The liberal use of roller bearings insures light draft.



IMPROVED No. 3 BINDER

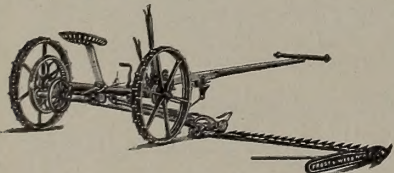
The frame construction is strong and rigid, holding all working parts in perfect alignment. All levers are located convenient to the driver's seat.

You can't do better than to take an agency for this binder—it's a trade builder.

The Frost & Wood Mower is Built for Long Service

Strength, durability, smooth and easy running; these are the qualities that have made the **FROST & WOOD MOWER** a quick easy seller. Farmers who use this mower are enthusiastic boosters for it; and farmers who examine it with a view of buying, quickly see the superiority of its design and construction.

The **LARGE INTERNAL GEAR** of this mower increases durability because it has always more than two teeth in mesh; and both pinion and gear travel in the same direction. The crank shaft bearings are fitted with heavy brass bushings. An adjusting screw is provided at the end of the cross shaft so that any wear in the bevel gears can be taken up and these gears kept securely in mesh. This mower starts cutting as soon as the



STANDARD No. 8 MOWER

horses start—no need of backing up to get the knife started before going into the grass. This advantage is due to the perfect design and fit of all gears.

There are lots of other good points on this mower; we will be glad to go into details with you.

The Frost & Wood Tiger Rake makes Satisfied Customers

The **FROST & WOOD "Tiger"** self-dump rake gets all hay whether bunching or windrowing. The high clearance under the axle makes this an especially desirable rake for bunching. It is very simple and easy to operate—a boy can handle it. With this rake a farmer can get his hay into shape for loading or for the sweep rake with the least possible labor and time.

The frames are made of heavy angle steel, reinforced by steel truss rods, and are securely riveted—there are no bolts to work loose. Every part has been designed and built to last—to do good work for a life-time without frequent repairs or adjustments.

The wheels have staggered spokes set in large strong hubs and the tires are extra wide. Everything possible has been done to insure strength, rigidity and durability.

The teeth are made of high gradespring steel, properly shaped to get all the hay without digging into the ground, and to lift high when dumping. In all, this is a rake that will make and keep business for you.



TIGER RAKE

Sole Agents for Western Canada

Cockshutt Plow Company, Limited

Western Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage La Prairie

SIX REASONS and One More

Why You Should be a COCKSHUTT DEALER

The six implements described below, because of their value to the farmer in increasing his crops, and their mechanical superiority, are very good reasons why you should be a Cockshutt dealer. The other reason is this: The name of Cockshutt is a valuable business asset to you—it is a selling argument that can't be beat. Why? Simply because farmers everywhere associate it with all that is best in farm implements. Generation after generation have bought Cockshutt implements because they knew they could not buy better. This long satisfactory service has built up a reputation which is a wonderful help to Cockshutt dealers. Why don't you make use of it—become a Cockshutt dealer?

Cockshutt Drills Increase Crops

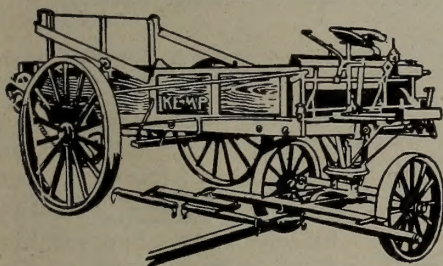


One of the chief reasons why you should sell Cockshutt Drills is that they increase the farmer's crops; and, of course, make pleased customers. Cockshutt Drills increase crops because they seed more accurately and thoroughly than other drills. The heavy I

beam sill which extends the entire length of the drill absolutely prevents sagging. This means that the feed cups will sow accurately and regularly, as there is no cramping or binding of any of the working parts. The preventing of sagging also insures the seed being planted at an even depth. The furrows opened by the discs have wide bottoms. This gives the seed an opportunity to spread out so that the roots are not crowded; but are enabled to draw plant food from a large amount of soil. At the same time the seed is properly covered. The staggered set of the discs prevents trash from dragging and interfering with their work.

Cockshutt Drills are making friends everywhere—why not let them make friends for you?

Kemp Manure Spreaders Increase Crops



Every farmer must return plant food to his soil if he expects to continue taking crops from it. Barnyard manure is the best fertilizer that can be used, but it must be spread evenly. Fork spreading gets too much in one place and not enough in another. Be-

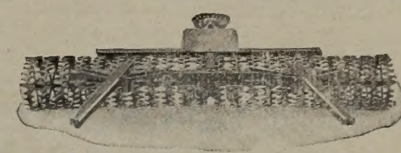
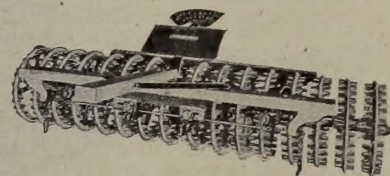
sides, it wastes time and labor. The Kemp spreads manure evenly and in any desired quantity. It makes fertile fields, better crops, more prosperous farmers; and prosperous farmers means more business for you. As an instance, one top dressing of manure applied with a Kemp Spreader, immediately after seeding, will result in an increase of from five to six bushels per acre. These are good reasons why it will pay you to push the sale of Kemp Spreaders.

Be a Cockshutt Dealer

Cockshutt Pulverizers and Sub-Soil Packers Increase Crops

The Cockshutt Combined Pulverizer and Sub-soil Packer has all the features of the regular packer, with the additional advantage of the V shaped rims, which act as a sub-soil packer. The small channels formed by the V shaped rims prevent blowing of the soil and they also retain rain. Where a heavy crop of stubble or weeds has been plowed under, a layer is formed separating the surface soil from the moist sub-soil. The V shaped wheels press the top plowing through this layer and bring it in contact with the moist sub-soil so that the plant roots are able to secure the necessary water. The result is better crops.

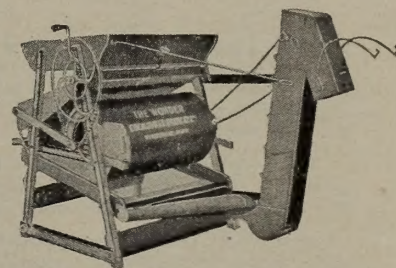
Cockshutt Pulverizers are also made with standard wheels. There is profit for both dealer and farmer in these machines. What helps one helps the other.



Wonder Grain Cleaners Increase Crops

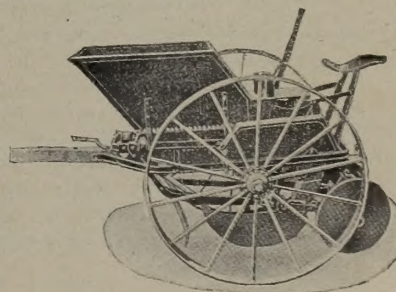
Like produces like—good seed means larger crops of better grain. Grain is paid for according to its grade. And here is the point to remember. It costs no more to raise the best grade than it does a second or third grade. Why sow wild oats when a crop of wheat is wanted? Why sow weak, undersized seed when an A1 crop is wanted?

The Wonder Grain Cleaner is absolutely necessary to increase crops.



The New Cockshutt Potato Planters Increase Crops

Because they permit a large acreage of potatoes to be planted quickly and economically, these planters are valuable crop increasing machines. Make it a point to see one of these new Cockshutt planters—they have exclusive features—that make for the best kind of work. Made in one and two row styles, with or without fertilizer attachment.



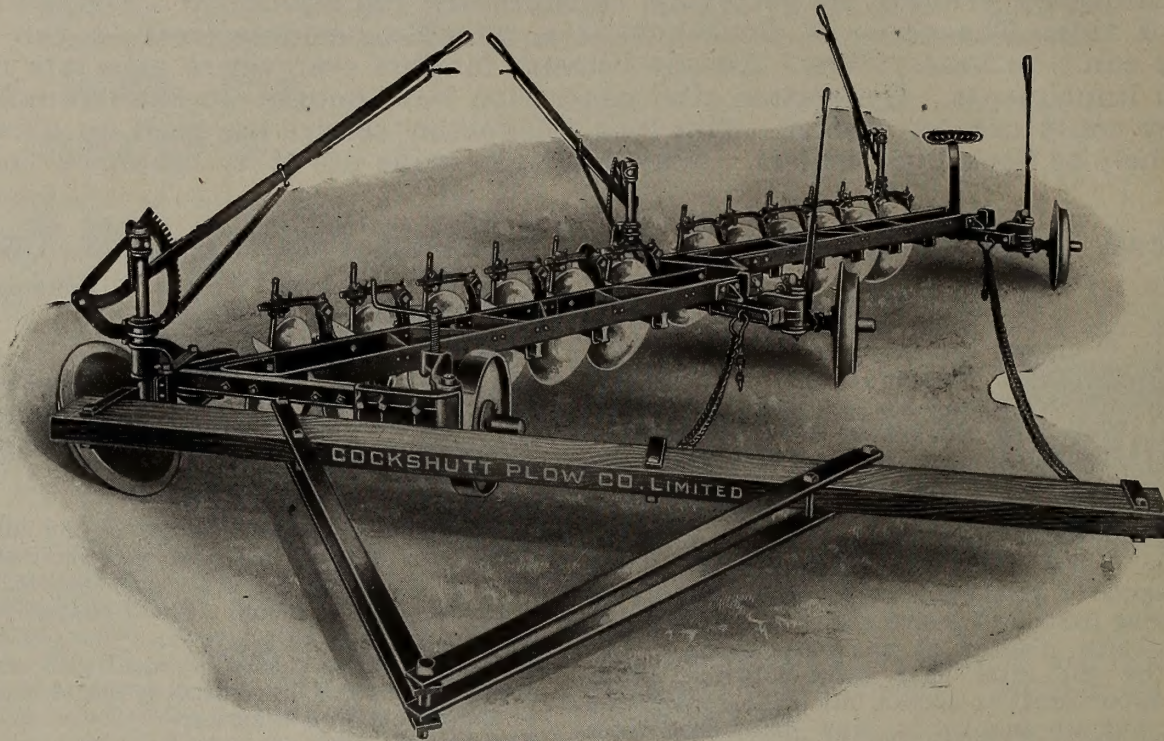
Cockshutt Plow Company, Limited

Western Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

A New COCKSHUTT Engine Gang

The
Cockshutt
Traction
Disc
Plow



For
Tough
Sticky
Gumbo
Soil

Here is a new Cockshutt engine gang—a traction disc plow—built to fill the requirements of the farmer whose soil is of such a hard or tenacious nature that a mouldboard plow will not scour properly. This plow is offered only after the most thorough experimental work and severe testing. Results prove that we have been remarkably successful in developing a disc plow which embodies many features superior to any heretofore used on other plows of this type.

A Few Valuable Features

The above illustration will give you some idea of the substantial build of this plow. The frame is made of heavy angle and channel steel, rigidly braced at all points. The plow is hitched to the centre of the engine, doing away with side-draft. Note the close hitch which makes for light draft.

The frame is supported on four wheels. This insures a proper distribution of the weight of the plow and promotes better plowing than can be secured with plows which have only three wheels.

The large, heavy disc standards, securely fastened to steel beams, have ample strength to withstand any strains they will encounter. They will not spring out of place and you can always depend on the

disc being held at the proper cutting angle. The discs are entirely free from projections that would collect trash, and ample clearance is provided.

All the levers are conveniently located—it is never necessary to stop the engine when making adjustments for different soil conditions. The depth at which the discs cut is regulated by means of long, easily operated, furrow wheel levers. On the front land wheel a raising and lowering screw is used which is very convenient as there is no lever here to interfere with the man on the plow.

There are many other good features which are found only on the Cockshutt—drop us a line and we will send complete information.

The Cockshutt Standard Mouldboard Engine Gang

This is still the most popular engine gang in Canada. It was the first successful engine gang and is today the standard. And here are some of the reasons why: The strong triangular frame is made of extra heavy angle steel and is held rigidly together with heavy corner and cross braces. The entire frame is hot-riveted and thus becomes one solid unit. The beams—two to each bottom—are of heavy channel steel. The most important point about them is that they are STRAIGHT BEAMS. Never buy an engine gang with arched beams; such construction results in trouble. Nothing but a STRAIGHT BEAM is strong enough to withstand the strain of heavy engines and tough Western sod.

The bottoms on Cockshutt gangs are independent—each bottom has its own lever and gauge wheel. Raising one bottom in no way interferes with the work of the other bottoms.

The frame wheels are set OUTSIDE OF THE FRAME—not under it. The line of draft, therefore, remains practically the same at all times. The connecting hinge of each bottom is kept at a constant level, and the plow travels over the ground without jarring or jolting. The wheels are of large diameter, have wide tires; the hubs are extra large and dust-proof, have removable bushings and arbors, and are oiled by spring compression grease cups.

Send for our "Horseless Plowing" book—it is full of valuable information on modern plowing.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. IX., No. 1

WINNIPEG, CANADA, JANUARY, 1913.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.00
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The Romance of Engine Fuels: A Retrospect

Do we ever think, as we tip up the square can and let its colorless liquid contents run into the fuel tank of the auto or the gas tractor, of the story that runs through the passing of that liquid?

Life is made up of little things; the things that men call "great" are only an immense mass of small, microscopically small, things but each containing a reason, a story! The coral reef that lies hidden beneath the surface of the ocean rips the strake plates from the bottom of the lordly liner, gives her the death wound that sinks her to the hidden gloom and silence of the ocean. Yet that coral reef is naught but a mass of dead animalcula, a collection of atoms that yet have power to exert themselves in a cohesive state though dead.

We watch the gasoline as we turn the handle of the pump and see it fill the measure at so much a gallon, and we can follow its suction from the tank through the carburetor, its mixture with the air suction, and its atomised evolution passing into the cylinder.

A brief second and the flying piston compresses its gaseous bulk back, back towards the cylinder head, then the electric spark—a nature power that we can only control but cannot trace—flies between the two points and the ignited gas expands and expands driving back the retreating piston and giving power, energy and inertia. Then, its work done, the exhausted vapor is ejected into the atmosphere apparently passing forever from the use of man. Yet that power came originally from the bowels of the old earth, even as all power comes. In that short word of five letters—"Power" there is a romance that

can thrill the heart of anyone who has in him the far-flung fibres of imagination.

Today we can fly in fancy back to the early ages of the world, we can see the tangled and gloomy depths of the primeval forests through which roamed and fought the mammoth animals of the pre-historic aeons.

We see, in the passing of centuries, the vegetation and tree life fade, the mighty trunks lie quiescent, sinking deeper and deeper into the putrefying surface vegetation. Time passes on and on, and the vegetable decomposition sinks deeper and deeper through the damp soil, down, down to where no air exists. From the deep vegetation, during the long years, new life—plant life—arises, but the layer of decomposed vegetable matter sinks deeper and deeper and becomes, finally, what we know as peat. Peat ranges in character through time, from a brown fibrous matter to an almost black carbonaceous matter.

Agnes pass, and the peat sinks and sinks under the pressure of the superincumbent earth deposited through subsequent geological ages, compressing and preserving in many cases its vegetable structure, until, finally, it becomes what we call lignite. Peat and lignite belong to what geologists call the fossil age, and even before that age their earlier formations are that of bituminous coal, and, most ancient of all, the coal that we call anthracite.

It is needless for us to go into detail regarding the working and mining of coal, and its final transformation into power by combustion upon the firebars of the steam tractor or the locomotive engine.

That story has been told so often; let us revert to the new

power, the power of gasoline and atomised oils.

In considering gasoline, we find a colorless, highly inflammable liquid, the first and higher distillant of crude petroleum.

Therefore—that we may trace its power from birth we must seek its parent—petroleum.

Petroleum is the general name given to an oily fluid found in different parts of the world; a mixture of hydro-carbons, chiefly belonging to the marsh-gas (C.H.₄) series. It is found in almost all localities where bitumen exists in quantity among the rocks, and the word itself is derived from the Latin "petra" a rock, and "oleum," oil. It is simply a mineral oil ranging in color from water white to a jet black. Many different theories have been advanced to account for the existence, of petroleum, but no really satisfactory solution has been arrived at. For many years it was contended by geologists that petroleum was formed in the rocks by the decomposition of animal and vegetable matter, but of late years scientists support the idea that the formation of petroleum is due to the natural distillation of shales and hydro-carbons by means of the earth's internal heat.

Historically we find that petroleum is of great antiquity, and was known to eastern nations. The "slime" noted in the Old Testament, as employed in the construction of the Tower of Babel, was, without doubt, partially evaporated petroleum. The ruins of Babylon and Nineveh prove to us that petroleum was used as a bond in cementing structures of brick in the year 2000 B.C. Herodotus, the Greek historian, mentions the oil springs on the island of Zante, and the asphaltic or bituminous deposits

that were carried down by the river Is and which were collected by the ancient Babylonians. Bitumen, which we know as tar, was an article of commerce by the Dead Sea and was largely exported to Egypt in early Biblical times as the Egyptians used it for embalming purposes.

About the beginning of the Christian Era we have records that what was called "Sicilian Oil" was found upon that island, and was burned in lamps in the temple of Jupiter. This was petroleum and nothing else. Investigation has proven that petroleum was known and used in the early days of Galicia, Persia, India, China and Japan. On the Aspheron peninsula, on the borders of the Caspian Sea, there has been for centuries what the Persian fire-worshippers called "holy fire," which is neither more nor less than burning natural gas or naphtha springs, such as we have today in Alberta.

Such is a short account of the antiquity of petroleum, while we find in America that it was first discovered in 1627 by a French missionary who describes a famous petroleum spring in the west of New York State, and in 1767 a Moravian missionary records the presence of petroleum springs in Pennsylvania.

The artesian well driller has been an important factor in striking petroleum while in the search for water, and we now find that petroleum exists in many of the States to the south of us, while Canadians all know of the vast fields in the Petrolea district of lower Ontario.

In 1858 Col. Drake, of the Seneca Oil Company, commenced boring an artesian well in order that he might tap the sources of oil strata among the rock layers of Pennsylvania, but he met many

trials and difficulties ere, in 1859, he struck the first oil strata penetrated in the United States at a depth of 69½ feet. For a short time this well produced about 40 barrels a day, the product selling at \$20 a barrel. This discovery raised great excitement all over America and was the pioneer effort of the thousands of wells that exist or that have been pumped dry long ago. Pennsylvania, Louisiana, Kansas, Oklahoma, Colorado, Wyoming, California—in all these states petroleum has been found in large quantities, until we find that in 1904 the petroleum production of the United States was 120,733,420 barrels, at 42 gallons to the barrel, valued at \$101,474,300.

Science has proved that, as well as for illuminating mediums, and for lubricating oils, there are 200 different products possible to make from crude petroleum.

The one that affects power farming and the use of the internal combustion engine, is assuredly the distillate which we call gasoline.

In the chemical laboratory all gasoline is termed naphtha; and its gravity as used for the modern internal combustion engine is usually from .68 to .76. Crude petroleum yields about 15 per cent gasoline for all gravities, and about 4 per cent only for gravities above .76. Like most of the products of crude petroleum, gasoline was for a long time disposed of as waste, especially in the effort to make kerosene for illuminating purposes. Yet it was there, and science finally found a means of extracting it.

Like whiskey, gasoline represents the lightest portion of a crude oil, and is extracted by the process of distillation. This is done in retorts or stills, which are

specially made for either horizontal or vertical use. Rectification is obtained by a copper coil many feet in length which is boiled inside the retort, and which passes through the crude petroleum. Through this coil steam at a high pressure passes, and its heat is augmented by a gentle direct flame at a temperature of 122 degrees F to 257 degrees F.

Each retort has an inlet piping system for crude petroleum, and also an outlet piping system for the distillate. The outlet pipe passes over the side of the retort and down to a cooling coil or worm which is immersed in cold running water.

The worm acts as a condenser, changing back to liquid the vapor driven off the petroleum by the heat applied. A smaller pipe leads from the condenser to a receiver with glass sides through which the flow of distilled oil can be seen.

From the bottom receiver a number of pipes lead to different storage tanks, each pipe with a valve whereby the liquid can be let into the different tanks. This is done according to the specific gravity of the liquid, it being continually registered.

The first product of the retort is a gas formed by the fumes of the petroleum and air combined. A hydrometer is situated in the receiver so that the gravity of the distillate is tested as it comes. It is so highly volatile, so nearly a gas, that when exposed to air it rises in an invisible vapor and will quickly evaporate. It cannot, potentially, be kept in barrels, as even in the coldest weather it will pass through wood.

Usually the first flow is about .90 specific gravity but this gravity could not be used com-

mercially, it being used to bring up the gravity of a mass made up of lower gravities. Therefore, if .88 is being tanked the attendant lets .90, .89, .88, and some of .87 gravity oil flow into the receiver making an average mixture of the required density. This process is used for the production of all commercial gravities, and is called "fractioning." This continues through gasoline into kerosene, the next distillate, down to about .42 specific gravity.

In England gasoline is known as "petrol," in France, as "essence," but to the analyst it is only high gravity naphtha.

Of course, owing to the limitations of space, we have only been able to touch lightly on the evolution of solid and liquid fuels, yet, to the average individual connected with the engine, whether steam or internal combustion, there is a great field for cogitation in considering the production of fuels.

To any believer in evolution it is so potent a fact that the earth yields us all the means for producing power, that by power we may cultivate and increase the wealth of the earth. All things are an unending circle, and skeptical are those who believe that the change we know as death is the end of all things for the body and soul.

From the mud and ooze of the waters that once covered the earth, we find that the fish form developed to the bird form, and the bird to the beast shape. Aeon after aeon, we find that evolution is a great geared system swinging onward, onward, heading towards that which our puny imaginations have not the intellectual strength to grasp.

Let memories of old sins be like the wind over ancient graves.

Canadian Rice Harvest

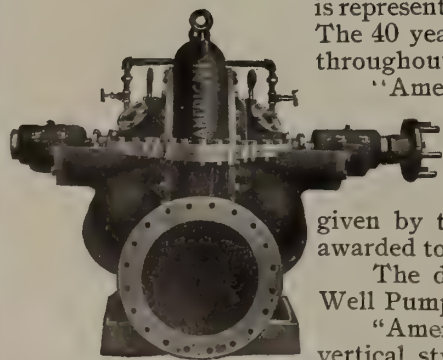
Here, in Western Canada, our whole idea anent harvesting can usually be coupled with the word "wheat," yet there is, in Eastern Canada, a busy harvest of black rice during the early days of October. Along the shores of Rice Lake, which separates the counties of Peterborough and Northumberland, Ontario, the Indians yearly go after their rice harvest. The sole right to gather the rice is vested in the two tribes, the Alderville and Hiawatha Indians, whose Indian parentage is unquestioned, and this primitive custom is one that has withstood the passing of the years.

A visit to the rice harvest on a soft day in early October is a means whereby one can see the Indian as he existed in the more primeval days, although the hand of time has robbed the custom of most of its charm and we have instead of the embroidered head-dress and buckskin, the less romantic if more useful overalls.

Simplicity and primitiveness characterize the preparation of the rice for market. The greater portion of the crop is retained for home consumption, the balance is exchanged for barter, or in some cases money, at Keene, Harwood, and other points, in the immediate vicinity. There are five operations in connection with the harvesting of the rice, which are briefly subdivided as follows: (1) gathering, (2) drying, (3) parching, (4) threshing, (5) sifting.

In gathering, sheets are laid in the bottom of the canoe and a start made for the rice beds. A man sits in the bow of the boat and paddles, while his helpmate takes up a position in the stern and with the aid of two stout sticks bends the stalks over the

THE STANDARD BY WHICH OTHERS ARE JUDGED



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"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

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given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

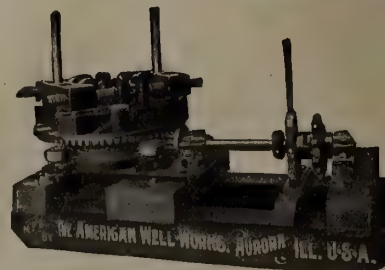
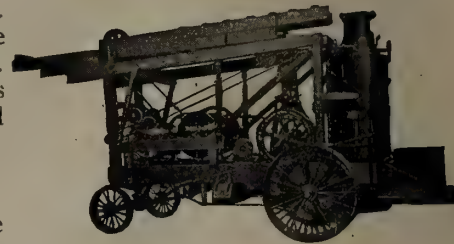
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canoe and threshes the rice into the bottom of the boat. This continues until the boat is nearly full, when the rice is taken to shore and spread out to dry. After a few hours in the hot sun the grain is ready for the parching. This is usually done by the women, who place it in a large iron pot and heat it over a slow fire, stirring it continually until it is "parched."

It is then ready for the threshing. This is done by one of the men putting it in an iron pot or large wooden bowl hollowed out of a log, and with moccasins on his feet and trousers tied tightly around his ankle, he jumps on it until the grain is separated from the chaff. The last operation is that of sifting. The rice is poured into birch-bark baskets, in small quantities, and squatting down in front of the tents on the shore,

under the trees, or any place where there is a good breeze, the women gently shake until the chaff is separated from the grain and is blown away by the wind. Crude as it may seem, it is exceedingly effective, and the workers are scrupulously clean throughout the whole process.

Black rice is much more expensive than white. It is considered a delicacy on many tables, and the people who know its value are always anxious to secure a quantity every autumn.

Studying Agricultural Finance

Announcement has been made of the itinerary of the American commission of the congress which

will go abroad next April to study European systems of agricultural finance. The commission will sail from New York on April 26. Following are the countries, with the time to be spent in each, the delegates will visit: Italy, 8 days; Austria, 5 days; Hungary, 5 days; Germany, 10 days; Denmark and Sweden, 10 days; Belgium and Holland, 10 days; France, 8 days; England and Ireland, 8 days; and the Balkans, 5 days. The following cities will be visited: Naples, Rome, Florence, Bologna, Milan, Budapest, Vienna, Munich, Dresden, Berlin, Cologne, Rotterdam, Brussels, Paris, London, Dublin, Cork, Queenstown, Copenhagen, Stockholm, Berne, St. Petersburg, and the capitals of the Balkan countries. Including the ocean pas-

sage, the commission will be absent from the United States three months.

Although it was originally contemplated that only two delegates from each of the States would accompany the commission, some of the States will send four or five delegates, and there will be many representatives of national agricultural organizations. The Southern Commercial Congress headquarters is receiving applications from Canadian Provinces for representation. Arrangements have been completed with the Province of Saskatchewan through Premier Walter Scott. It is probable that the party, including the delegates, will number more than 100.

A deaf mute is always ready to take a hand in the conversation.

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- Dain Mfg. Company, Ottumwa, Iowa**
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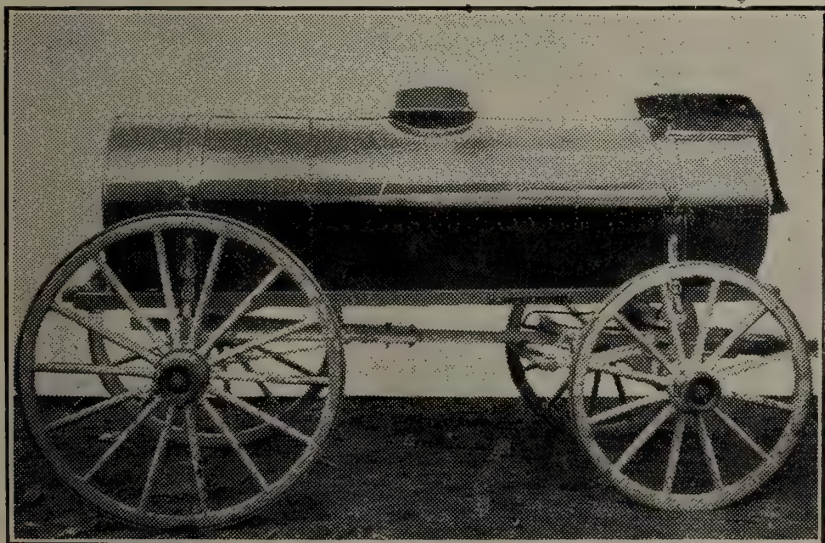


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Oriental Buying and Selling

There can scarcely be a greater difference between any two things which have the same basis, as that which exists between retailing in the East, compared with the West. The location for retail dealing in any town or city from Constantinople to Canton, China, is the "bazaar." This word simply means "bargain" and in the Orient there is no dread on the part of the retail dealer that he may lose trade through any mail order house, since no such thing exists!

The bazaar in an Eastern city is the name applied to a series of shops or booths forming in a continuous line along both sides of the thoroughfare. Most streets in the cities of the East are only 8 or 10 feet wide, and this leaves little room when a flock of goats or a few pack camels pass through. One side of an eastern store or shop opens upon the street, and in size the "business house" is about 6 feet to 8 feet square. In the East generally, more especially in China, the bazaars are divided into classes according to the location, and the different wares sold. In China, it is also usual to restrict one trade

or business to each district, hence we have "The Street of Coffins," the "Street of Sandals," or the "Street of the Rice Vendors."

Throughout European Turkey, Turkey-in-Asia and Persia, some of the names of the bazaars are very quaint, the name denoting the kind of goods retailed or made therein. Let us take, for instance, "Karia bashi," the bazaar for groceries or sweetmeats; "Sug-el-shorga," the place where fruits and vegetables are sold.

In the "Sug-el-saria," wearing apparel, rugs and antiques are bargained for by the eternal tourist, while, if you desire a pair of shoes or sandals, you visit the "Yemenchia." Being more or less interested in things mechanical, let us turn to the bazaar "Sug-el-sefafr," the place where the endless din of coppersmiths and blacksmiths resound, and where all utensils, vases, etc., are hammered out. In the "Bab-el-agma," the carpenter makes the little furniture used in the East, also doors, and door and window frames, while, when the son of the Prophet passes into Paradise, in this bazaar they make his coffin. In a large Oriental city the differ-

ent types of bazaar may occupy a whole district, each being strictly segregated. It is usual in all bazaars to find a "khan" which is supplied for every 10 or 12 shops. These "khans" are two stories in height, the rooms on all four sides opening into a central court, to which access is given by a tunnel-like entrance. This "khan" fills the place of both store house and sample room, as the retail dealer of the East stores his surplus goods there and also any particularly fine line that he has on hand.

In Turkish provinces each bazaar has its coffee shop which is a large open place with no walls. You enter and sit down, and you are first given a cup of strong Turkish coffee and then a "narghili" or Turkish water pipe—the kind we see depicted in most pictures of the Orient. As a matter of fact, it is infinitely more comfortable to look at the pipe than to sample it! For this banquet? you are charged about 2 cents. The "Quahwat Pasha" is the place where all weighty bargains are made and where money is exchanged. Here the retail dealers of the turbaned tribe meet to discuss trade bills and the cost of camel freight, etc. Representatives of the banks find out the number of bills to be taken up and secure the facts from which they settle the exchange rates for bills and foreign coins or bank notes.

Let not the implement dealer dream that there is a hustle. Just let him think of the man who thought over buying a pump for three hours and then went away without it, while the dealer became tongue tired using his persuasive eloquence.

The East is the East—tomorrow will come—Kismet! It is the last idea of an Oriental to hurry over anything most of all over that important matter—a bargain. The slightest idea of what we have seen can be given by the idea of the ceremony that occurs after we approach a spectacled, turbaned dealer. The dealer says:

"May Allah be with thee, and with thy children; thy strength, is it good?"

"Inshallah, as it pleaseth the Prophet; and with thee and thy children"

Then, after an hour of paying compliments to one another:

"Is there aught that gladdens thine eyes in my miserable booth?"

"What seekest thou for yonder rug, it looketh of cheap value."

"By the beard of the Prophet—the finest weaving of Hassan—what dost thou offer?"

"I said, what seekest thou, friend?"

"I sacrifice it—a thousand piasters!"

"A thousand—Allah, and I a poor man"

What need to say more; no son of the Orient ever asks less than 500 per cent too much for the goods for a commencement; and, then, the weary haggling and chaffering beloved to the dealer and customer begins. Why worry over time, if the bargain be not closed today—why, tomorrow cometh!

No Westerner can ever understand the Oriental, and he in turn classes us all as mad! We have seen the look of absolute surprise on the face of an Eastern merchant when a tourist (who had more money than brains) closed with a deal for a rug on the spot and incidentally paid about nine times its value. Only Eastern avarice prevented the merchant retaining the rug—so unseemly is a sale without dickering to the soul of the Oriental.

To try and bargain with such men would drive an implement dealer absolutely mad—to sell anything to them he never could—he would not waste the time. Evidently here, in the West, and, for that matter all over America, we have the wrong idea of living. If an Arabian merchant were to walk into a large department store; had goods thrown at him, his money grabbed and sent shooting over the change carriers, he would fall upon his face and beseech Allah to take him out of Eblis—the Mohammedan Hades!

No, the East and the West can never meet in this, yet the East has its witching glamor and beauty that the heart can never forget if it has once heard and seen.

* * * *

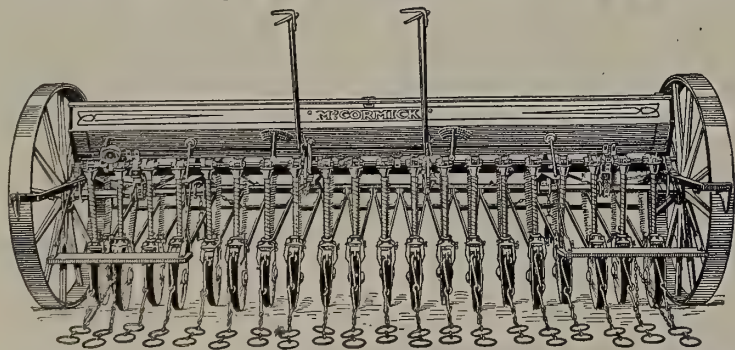
It is evening and a hush falls over the clamor of the bazaars. The sun is setting—a glow of crimson glory across the grey sands of the desert where the stately palms stand in silhouette across the skyline. The glow of the fires twinkles here and there as the women prepare the evening meal; when suddenly from the lofty tower of the Mosque comes the ringing call of the muezzin:

"Illah Allah, illaha resool Allah."

("God is great; there is no God but God.")

McCormick Drills

Prove Profitable to the Dealer
Because they are Profitable to the Farmer



Any implement to be a source of profit to the dealer must prove profitable to the farmer. McCormick drills prove profitable to both dealers and farmers. The large number in use in Western Canada is proof of this fact.

McCormick drills are furnished in three types—single-disk, double-disk, and shoe. Consequently, there is a McCormick drill for every requirement. There are many desirable features on McCormick drills. The angle steel main frame, fluted force feed which sows alike uphill and downhill, and accurate feed indicator, are all readily appreciated by grain growers. Another prominent feature on McCormick drills is the range of independent action given to each individual furrow opener, allowing it to conform to the varied conditions found in the field.

Prepare to get the drill business in your territory by securing the contract for McCormick drills. See the I H C blockman, or write the nearest general agency.

Western Canadian Branches

International Harvester Company of America

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At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

Every turbaned head, in booth, in bazaar, on street, on plain, everywhere, is bowed with the forehead to the dust—the face towards Mecca. It is the Mohammedan hour of evening prayer. Even so, we pass in fancy, and the palms merge into the lofty pines of the far West. It is no more Stamboul we see—it is Saskatchewan!

Zoological Railway Rates

In Western Canada we take great interest in freight rates, especially is this true of the retail implement dealer.

But a recent publication in London, England, opens up a vista of freight rates such as we have never seen. This publication is the Railway Rates and Government Manual as published by the Federated Malay States.

A few of the travelling expenses of jungle inhabitants are as follows:

"Elephants, 20 cents per mile each.

Alligators; bears, hyenas, panthers, tigers and similar animals, 10 cents per mile each.

Monkeys, ½ cent per mile each.

Snakes in baskets, parcel rates."

It would seem that in this part of the world it is cheaper to send an elephant to a friend than to send a corpse in a coffin, for the latter will cost you 50 cents each per mile, with a minimum rate of five dollars for both coffin and contents.

It is obvious that people who send snakes or tom toms—a type of drum—by rail might want a procession. Therefore, in another part of this interesting manual, we find that a license for every procession, religious or otherwise, of over 500 people, for 12 hours or less, with music, costs \$25; without the toms, \$20.

Machinery and The Argentine

To provide for the exceptional harvest that was expected in 1911, a very large number of harvesting machines of all descriptions was imported by the Argentine.

Owing, however, to a partial failure of the crops, a considerable proportion of these remained on hand. The greatest part of the machinery was, as usual, of North American manufacture. Although the British manufacturer cannot

be said to be losing ground, he, nevertheless, so far as threshing machines are concerned, has to confront the growing competition of the United States as the machines of the latter country find a market on account of their low price and labor saving devices.

Australia takes a large share of the harvesting machinery trade every year, their speciality being the stripper-harvester, which is a machine that cuts, threshes and bags the grain in one operation. In certain parts of the Republic these machines are used almost exclusively for harvesting wheat, oats, etc. Without labor-saving machinery the farmer's profits would soon reach the irreducible minimum owing to the high rate of wages paid to farm hands during harvest time.

The imports of threshing machines and plows during the past five years were as follows:

	Threshers	Plows
1907	490	58,190
1908	969	29,775
1909	1,576	69,034
1910	807	99,556
1911	1,127	83,483

Some men are so lazy that they are unable to dodge a slow fever.

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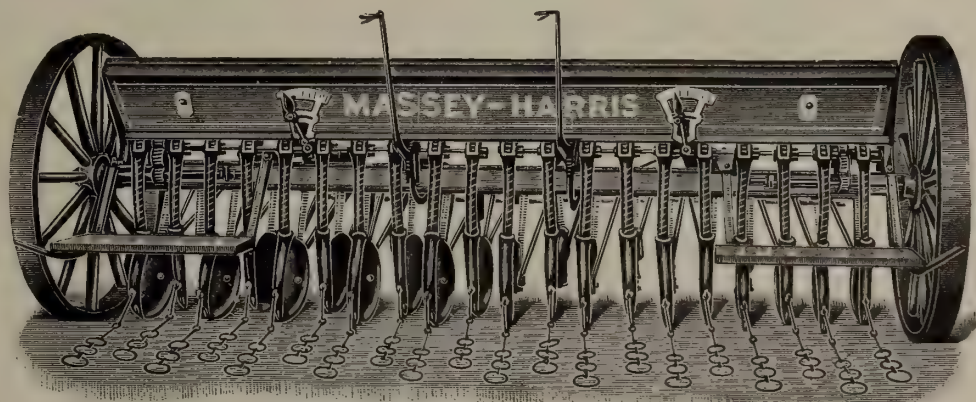
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Shoe

A Business Holder

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A Perfect Automobile

An Australian motor enthusiast has made a list of requirements for what he considers a perfect car. The list is printed in "The Motor," an English publication, and reprinted here for the benefit of those who may be interested. American owners and builders have other ideas, of course, but the list seems fairly complete. It follows:

Motor—Four cylinders cast en bloc. Bearings, three plain phosphor bronze, ample width. Valves, poppet type, inclosed, interchangeable, all on one side; valve tappets adjustable, gravity fed. Ignition inclosed, chain driven, high tension magneto, variable timing. Cooling thermosiphon, large diameter pipes, fan in fly wheel, copper honeycomb radiator. Gasoline tank, either under scuttle dash or front seat, capacity ten gallons, gauge on dash.

Lubrication — Gear - driven pump.

Clutch—Multiple disc.

Gears—Four speeds and reverse, easily accessible, gate change.

Transmission—Propeller shaft, inclosed in torsion tube, bevel

driven, live axle, with ball bearings.

Control—Spark control and throttle levers on wheel, accelerator pedal on footrest, between clutch pedal (left) and calliper brake on drum of gear box shaft (right).

Steering — Irreversible worm and gear (full circle pinion) ebonite hand wheel inclosing metal core.

Axles—Front drop forged "H" beam; back, full floating type, with ball bearings.

Wheel Base—Nine feet six inches; track, four feet eight inches.

Wheels — Standard artillery type, twelve spokes in each, or detachable wire wheels.

Rims—Easily detachable.

Springs—Front semi-elliptical; rear three-quarter elliptical two and a half inches broad.

Brakes—On rear wheels, internal expanding, drums twelve inches diameter.

Self-Starter — On compressed air principle.

Speed—Up to forty miles an hour; gasoline consumption twenty-five miles to the gallon.

Parts — Perfect interchangeability of all; finest materials and workmanship.

Body—Flush sided, five-seated torpedo; color royal blue.

Clearance—Twelve inches.

Weight—2,200 pounds with equipment.

Price—\$2,500.

Government Creameries

Before the province of Saskatchewan was organized in 1905 there was conducted in what was then the North West Territories, a number of co-operative creameries operated by the Dominion Department of Agriculture.

When the twin provinces of Saskatchewan and Alberta were formed the creameries in operation in each were turned over to the provincial departments of agriculture, and in both provinces the work has developed and prospered. The Dairyman's Act of 1906, which is the basis of authority for co-operative creamery companies, provided, under certain conditions, for liberal monetary assistance to this industry. When a company guarantees the cream from at least 400 cows for a period of six months in each

of three years and within a radius of 15 miles of the place where it is proposed to erect a creamery, and if found satisfactory to the Minister of Agriculture that the undertaking warrants encouragement and support, a loan may be obtained from the Government not exceeding \$3,000 at a rate of three per cent; usually repayable in five years.

Among other things the Act requires that all companies must submit their plans and specifications to the department for approval. The location and site must be approved also. Provision is made for allotting territory in which a creamery may do business. This is to prevent unhealthy competition and to protect the farmers against loss. The chief aim of the dairy branches is to establish the industry on a successful and permanent basis, which can be most satisfactorily done by offering liberal assistance and retaining some direct control of the work by the agricultural department in return for the advances made.

Circumstances in a new country are not always favorable to the establishment of a creamery, one of the chief obstacles being the lack of sufficient cream supply in a territory small enough to en-

Your Bread and Butter First, Friend Dealer

We know a man who tells his friends they can get a fine chicken dinner for ten cents. When they ask him, "Where?" he answers, "At the feed store—ha! ha! ha!"

Chicken dinners at ten cents don't appeal to you, neither do they appeal to the thousands of prosperous, progressive, money-in-the-bank dealers who handle the world-renowned

EMPIRE CREAM SEPARATORS

There is money for you in handling Empire Cream Separators. There is something better for you in the separator business than chicken dinners at ten cents. If you want the best there is for yourself in the cream separator business, handle Empires. If you want the pleasure there is to be had in dealing with an up-to-date, courteous and helpful separator concern, handle Empires. If you want the greatest satisfaction that money can buy for your customers, handle Empires.

Your bread and butter comes first, friend dealer. "The line that pays is the line that stays," should be your motto. Ask us to send particulars and a contract, or ask to have a traveler call.

The Empire Cream Separator Company
Toronto, Canada — Winnipeg, Canada

Distributing Points conveniently located for quick, economical delivery.

able a private company operating locally to manufacture butter at a reasonable cost per pound. A definite policy of centralisation has been followed throughout since the development of the industry was transferred to the Provincial Governments. It was recognised that the important question was not the number of creameries in operation but the number of pounds of butter made, and the cost of making that butter. The larger the make at any creamery the less is the cost per pound of making.

With this principle ever in view, the Saskatchewan Department of Agriculture has for several years past paid the express charges on all shipments of cream to government-operated creameries. In this way the farmer living 100 miles from the nearest creamery could derive from it the same benefit as though it were on the adjoining section and the farmer who lived in the vicinity of the creamery derived the benefit of lower cost of manufacturing made possible by the larger make due to the shipment of cream from outside points. This is an outstanding feature of the development of the dairy industry in Saskatchewan, a feature which in Canada is peculiar to that province.

The general conduct of business relating to creameries is, by agreement between the government and the proprietors, undertaken by the former, which engages managers and assistants, purchases all supplies, markets the butter and makes semi-monthly payments to the patrons on account of cream supplied. The local authorities arrange for the wood, ice and cream supply, and deal with minor matters arising from time to time and with which they are familiar.

The Engine for Dairy Use

If I owned a dairy farm I would certainly have a gasoline engine for operating my separator. I would have a milk house near enough to my residence so that it would be convenient to have an abundant supply of hot water for cleaning the separator and all dairy utensils. I would have a well in the milk house and operate the pump with the engine. I would also have a tank of cold water for caring for my cream. Some of you may think this is a great expense, but I maintain that it would be a question of

economy. I have a friend who has a 1½ H.P. gasoline engine that cost him, I believe, \$140. This engine has been in constant use for six or seven years, with practically no expense. They have a herd of twenty Jersey cows and it costs him on an average of 55 cents per month for skimming the milk twice a day from that herd of twenty cows, a little less than 1 cent each skimming. No man could skim that milk by hand for that price, if he put any value on his time. Outside of the question of labor, you will

get a more exhaustive skimming, as the separator is run at a uniform speed. In connection with this, the inflow of milk is kept the same, you get cream of the same density from day to day, thus avoiding the annoyance of tests, which is one of our most common complaints. This man says: "For running our separator alone it takes five gallons of gasoline a month at 11 cents per gallon, to separate the milk from twenty cows. When we run the churn and washing machine, it takes eight to ten gallons per month. We

saw wood, shell corn and run the grindstone when needed."

"I have tested skimming milk caught from the separator as it is separated on the farm under ordinary conditions," says Prof. McKay, in Peoria Transcript, "and I have found in some cases the fat in the skimmed milk to actually read over 1 per cent. It would not take a man who owned a large herd very long to waste enough fat to purchase a gasoline engine."

Teaching is a sacred profession.

DE LAVAL CREAM SEPARATORS Are Trade Bringers

UNLIKE most farm implements and machines which are only used a week or so every year, at the most, cream separators are used twice every day year out and year in.

A separator which does not give the user good service is a constant unfavorable reminder of the agent responsible for its purchase while a high grade machine is a daily recommendation for the agent who sold it and "brings other grist to his mill."

Because a cream separator is so constantly in use and because it runs at such a high rate of speed, unless it is of the

very best possible design and construction it will be a constant source of annoyance to the user and make a lot of trouble for the man who sold it.

For these reasons: "Quality" is relatively more important in a cream separator than any other farm machine.

The dealer who has his own and his customers' interest at heart can afford to handle only the very best separator he can buy. And that is the De Laval.

The superiority of a De Laval is universally acknowledged.

If you want the De Laval agency better write to the nearest De Laval office today.



De Laval Dairy Supply Co., Limited

128 James St., Winnipeg

173 William St., Montreal

Crop Conditions in Alberta, 1912

By W. E. Hall

Crop conditions in Alberta during 1912 were, generally speaking, fairly satisfactory. Seeding was commenced in fairly good time, and with very good weather conditions, although in some sections of southern and central Alberta, on account of rather protracted dry periods early in the season, a considerable amount of fall wheat did not grow, and in some instances the land was resown; the result being that there was not the same amount of fall wheat grown as during the average season in the past. Owing to the dry period already referred to some of the spring grain did not turn out as well as usual in certain small districts; this condition, however, being restricted to a fairly small area.

There have, as usual, been a number of very heavy losses from hail in certain sections, but fortunately in 1912, the hailed districts have not been as large as has been experienced in the past three or four years, consequently, taken on the whole, the damage from hail this year has not been as great as in the past.

The weather during harvest was somewhat uncertain with a good deal of rain, and in consequence the harvesting dragged over a longer period than usual, and in some sections where the crops were unusually heavy, it had the effect of lodging the grain, making it very difficult to handle and in a large number of cases causing considerable loss through not being able to cut the grain at all. In addition, it had the unfortunate effect of delaying the harvest to such an extent that some of the later crops were caught by the early frost with the natural result.

These uncertain crop and weather conditions, coupled with the somewhat unsatisfactory results of the former two seasons over a good portion of the territory, had the effect of making the farmers considerably more conservative than usual in the purchase of implements, and in a vast majority of cases a man did not buy a machine unless he absolutely had to have it. There was a considerable increase in the area under cultivation which offset the effect of this conservative buying, and the result has been that while there was a slight increase in the sale of implements in the prov-

ince, the business in a great many lines did not nearly come up to the expectations of the dealers, in fact, in a considerable portion of the territory, the total volume of sales was considerably lower than last year, and one result is that a very heavy stock of goods was carried over on the territory by practically all the firms represented in Calgary.

Collections on the territory up to the end of 1912 were not what might be called satisfactory, owing to the fact that a large percentage of farmers had been carried over by the Implement Companies for a considerable portion of the past two years' purchases, making it necessary to provide for the past due debts in addition to the 1912 requirements. Also on account of the car shortage, which is quite serious still, as well as owing to the fact that in certain sections the grain is grading rather poorly, collections are going to be slow for some little time yet, that is the money is not going to come in as fast as it should considering the amount of past due paper outstanding. All the companies doing business in Calgary are pushing their collections very aggressively and it is felt that the general result at the

end of the collection season will be satisfactory, as soon as the grain can be moved.

Prospects for business during 1913 are very good, as there will be a large increase in the area under cultivation, and with anything like favorable weather conditions in the spring, a record crop will be sown. As a result of this together with the fact that farmers were very conservative in buying machinery in the past season, there is bound to be a considerable increase in the trade for next year, and once the grain is moved and money commences to move freely, conditions will be easier all round.

A New Implement Field

Commenting on the German Bagdad Railway, the United States consul at Aleppo, Turkey-in-Asia, says in a report:

"This enterprise at once opens up to the markets of Europe and Egypt the great grain fields of northern Mesopotamia, and as the line penetrates farther east and southeast, other larger and richer parts of the valleys of the Euphrates and Tigris Rivers will

McLaughlin Carriage Co. Ltd.

Have at the end of each season a number of demonstration and other stock cars. This particular line of cars the company can sell at sacrifice prices, as they do not wish to carry them over to another season. The list given herewith is prepared especially for either the dealer or the individual who wants a good dependable car at a price very greatly reduced from the original corresponding models. Although these cars are not new, we guarantee that they have been thoroughly overhauled in every detail, are newly tired and are in all respects a thoroughly reliable car. They are offered subject to previous sale.

Write, phone or wire in order to secure one of these genuine bargains.

MODEL "17" 40 H.P. 5-passenger, Black, Nickel trimmings, fitted with Top, Windshield and Gas Tank, full 4-door body..... \$2000.00

MODEL "16" 40 H.P. 4-passenger, Black, with yellow painted wheels; fitted with Top, Windshield, Speedometer and Gas Tank. This car has been used for demonstrating purposes five or six hundred miles, and is practically a new car. Rear Tonneau removable..... \$1600.00

MODEL "39" 40 H.P. 5-passenger, equipped with Dynamo Electric Lights, Gas Tank, Tire Pump, Speedometer, Demountable Rims, with 1 Extra Rim-tire 37 x 4½, Nickel Trimmings. This car has been thoroughly overhauled and painted Blue-Black, and is a real bargain at this price..... \$1600.00

MODEL "5" 40 H.P. 5-passenger Touring car, fore-doors. Equipped with Windshield and Top; painted Black. Has a complete set of new tires, and is all in excellent condition, having been thoroughly overhauled and painted Black..... \$1200.00

MODEL "8" 22 H.P. 4-passenger, newly painted Blue-Black, fitted with Top, Windshield; new set of Tires throughout.. \$800.00

MODEL "9" 22 H.P. 4-passenger, with Windshield; no Top; thoroughly overhauled and painted Black. Tires are in good condition..... \$700.00

MODEL "F" 22 H.P. 5-passenger Touring car; Chain Drive; Two Cylinder opposed. Fitted with Windshield and Top. Tires are all in good condition..... \$500.00

MODEL "S" 24 H.P. 3-passenger. Equipped with Top and Windshield; all in good condition. Tires are all new—32 x 4.. \$500.00

Send for our 1913 catalogues. We are always at your service. Remember the McLaughlin-Buick Service Department protects the buyer all over Canada.

McLaughlin Carriage Co. Ltd.

Showrooms:
204-212 Princess St.

WINNIPEG

Garage:
275-277 Maryland St.

Western Branches: Regina, Saskatoon, Calgary, Edmonton, Vancouver

Head Office and Factory: OSHAWA, ONTARIO

be given an outlet for their products.

One of the greatest opportunities for the sale of plows, harrows, drills, mowers, threshers, etc., that has occurred in modern times is now before the manufacturers of agricultural implements. Many European firms have recognized this, and some have taken the trouble to send to Aleppo, which is bound to be the great centre of activity in this line for the present, their personal representatives to make permanent arrangements for the representation of their respective lines. The first power plow, a traction motor of 30 horse power and a gang plow, arrived recently; and after a successful demonstration by the sellers was turned over to the purchaser. This engine is of English manufacture, burns kerosene oil, the only practical fuel at hand, and is bound to give satisfaction. Two steam threshing outfits were imported during the year, and it is likely there will be further orders for delivery in the coming spring. The harvesting begins here in May and June, so that orders for harvesting machinery must be filled at the beginning of the year.

American manufacturers depend almost entirely upon correspondence, while European firms

send their travelling salesmen here to solicit the business personally. By making a comparison of the methods employed, one can at a glance see why little American-made machinery is sold here. Unless American manufacturers take a more serious view of the matter and meet the competition in the proper way, the time will soon come when it will be a very difficult task to displace European machinery, which will have the great advantage of having been tried and found satisfactory.

Fire on the Farm.

The farming community as a whole pays remarkably little attention to the danger of fire. The farmer often does not worry about carrying fire insurance, he may insure his crop against hail, but leaves his barns and stock to take their chance of fire.

This factor alone ought to give the retail dealer a strong argument when pushing the sales of gasoline engines. Once a barn gets in a good blaze, throwing water from buckets is about as futile as to try to bale out the Atlantic with a tea-spoon. In the event of having a power engine the farmer can have a proper installation of piping for his house and he can pump his

water to his troughs for his stock. He can also, although usually he does not think of it, have a hydrant placed in a convenient position so that he can flood any outbreak of fire that he may have. The writer has seen valuable horses burned to death in a stable when, had there been an efficient water system, it would have been possible to have enter-

ed and to have loosened the animals and given them a chance of life. If the philosophy of the fire prevention of the gas engine, along with its many other advantages, is efficiently preached to the farmer, we do not doubt that he will see the engine in the light of an investment that will save him time and money.



DON'T BUY A TRACTOR YOU DON'T WANT

Simply because it carries with it a full line of Implements. He who specializes in one article, can produce better results than where his efforts are divided.

The "FLOUR CITY" is our SPECIALTY; the high standard it has attained is due to concentrated effort in one direction. It stands for QUALITY, EFFICIENCY and SERVICE. Its development has been on conservative lines. Its progress STEADY and SURE.

The 1913 "FLOUR CITY" with its change of color; its dust shields over the drivers; its new Cooling System, carries with it added efficiency and a pleasing outline.

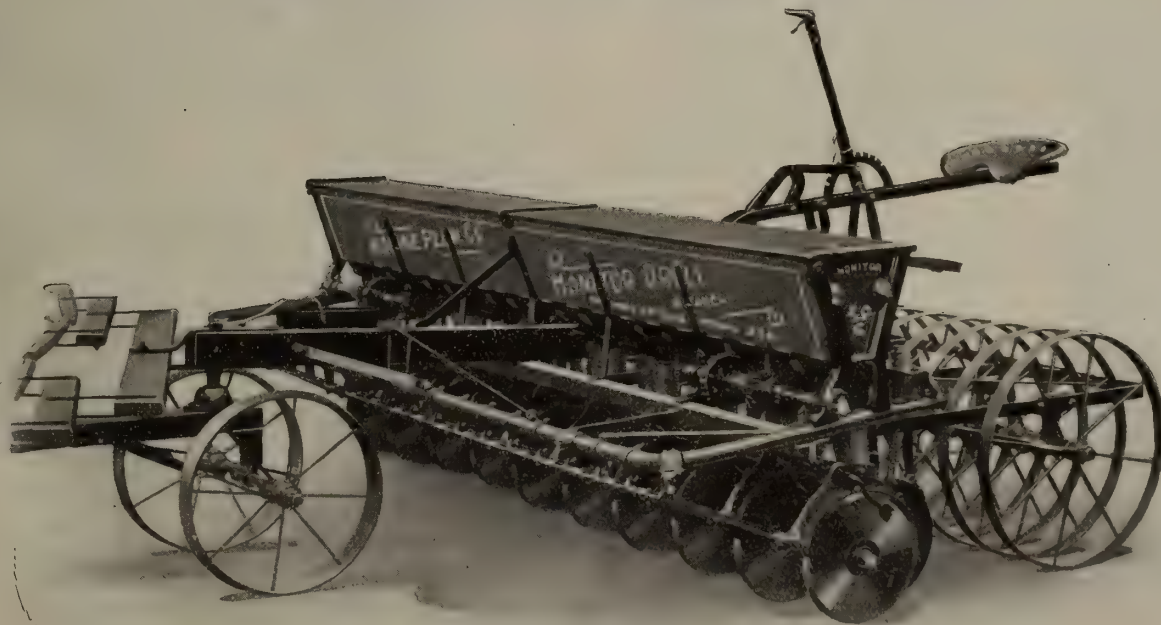
Our Agency Proposition is Liberal—INVESTIGATE—
KINNARD-HAINES CO., 830 44th Ave. No., MINNEAPOLIS, MINN.

FLOUR CITY TRACTORS

Monitor New Low-Down Press Drill

Made in Double Disc, Single Disc or Shoe

The
Very
Latest
Seeding
Machine
of its
Kind
Manu-
factured



The only
Low-Down
Press
Drill
Having
Inter-
changeable
Parts
with High-
wheeled
Drills

And Remember They Are "Monitors"

Write us for terms, prices and full descriptive matter

Canadian Moline Plow Company

WINNIPEG

REGINA

CALGARY

EDMONTON

Making Speeches

Most men, at some period of their lives, have to elevate themselves upon their pedal extremities in order to make a speech. How we envy the individual of the facile jaw-bone who can stand up and talk, talk, talk, without saying anything. Some orators have the faculty of going around the subject like a bull-pup chasing its tail—and like the dog they never catch up to it. These men usually have a calm assurance as they confront a meeting that compels the envy of their auditors, and, again, the finality with which they make erroneous statements would impress even the hardened soul-case of a real estate agent.

But for those of us who are shy and diffident, who detest being dragged before the public gaze, what a tragedy there is in making a speech. Most men have got one speech at least to make, that is if they are so left to the freedom of their own will as to get married.

Married men can all recollect that lugubrious evening when their bachelor friends assembled and gave them a parting gift ere they drifted into that unknown land of matrimony. One cannot call those evenings happy; they

are not. The friends all sit around and stolidly puff cigars while they glance sympathetically at the deceased—or rather prospective bridegroom—even as if they were vultures watching the death of an ox.

Then some lunatic gets on his feet and explosively fires off some remarks to the effect that "all of us are sorry to lose Mr. S—— as a friend; but we have come to the parting of the ways, etc., etc."

In fact, if our deeper imagination could not see another picture, we would think that the recipient of the horribly sung "For he's a Jolly Good Fellow," was going to a Fate that was worse than death.

The other picture we can see and one that makes cynicism seem a mockery, is a slim little girl lying in a wrapper upon her bed weeping, weeping.

This is the parting of the ways for her—the great tragedy of entering the unknown with Him.

"Will he be good to her?" How many sobbing feminine figures have blindly asked that question of the silent nights before their wedding days!

Yet, all this apart; and the soul arises in a spasm of joy as the wretched bridegroom-to-be rises to reply to that incoherent ballad regarding his jolly goodness. He feels a fool, he looks a fool, he is a fool—at least at that particular moment. His knees are quivering and his palate is like sand-paper. A cold moist sweat stands upon his forehead, and his hands perspire copiously. Poor devil—it serves him right!

He is as inarticulate as a sucking babe, and his command of language has gone. He ejaculates words that sound like "Ah!, Um!, Er!," all no doubt having a meaning, but what it is we know not.

Finally we gather that he is trying to tell us that he is "no public speaker—that we will soon discover the fact for ourselves." Ye gods, as if we could doubt such a candid and obvious statement! Again the gibbering mass of drooling misery goes on to say that "he and Ethel, er!, Ethel and he; no, I and my wife—er, future wife—will be so pleased to see all the boys."

Every man present mentally registers a solid vow that never shall he confront Ethel and her chosen one, and is very, very sure that he shall never stand up to make an egregious idiot of himself through such an action. Yet, such are the ways of woman, he usually does.

All this deals with the most ordinary speeches of life—does not refer to the political spouter, or the socialistic wind jammer with the dirty collar.

It approaches a season when the making of speeches is part of the afflictions of the implement dealer of Western Canada, so, ere closing we quote a few phases which every speaker should be certain to include in any speech he makes or attempts to make:

"I rise with diffidence.
I did not expect to be called upon.
In the last analysis.
I am encouraged to go on.
I point with pride.
On the other hand (with gesture).
The vox populi.
Be that as it may.
As I was about to tell you.
I can say no more.
I can not find words.
The fact is.
I shall not inflict a speech on you.
Far be it from me.
It behooves me.
Rise phoenix-like from his ashes.
But alas!
What more can I say?
I have already taken up too much time.
I might talk to you for hours.
I will now conclude.
I really must stop."

A New I H C Line

The International Harvester Co. of America has entered into a contract covering a long term of years to handle the Buffalo Pitts line of separators, etc. This contract goes into effect January 1, 1913.

The International company will not only sell the Buffalo Pitts threshers, but they will carry a full stock of attachments. Present owners of Buffalo Pitts machines will be able to secure repair parts hereafter through any I H C agent.

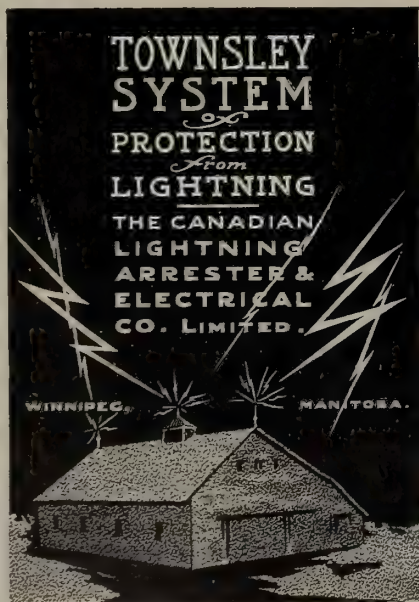
In a general way, the Buffalo Pitts sales force will be taken over by the International Harvester Co. of America. This means that the sale and distribution of Buffalo Pitts machines will continue without interruption. The knowledge and acquaintanceship of the salesmen will be merged with I H C service, thus securing many benefits to the trade.

The Buffalo Pitts line has been on the market since 1837, and is widely known.

Novel Hot-Air Engines

The first exhibition promoted by the Machine Tool and Engineering Association was held in London, England, recently; the exhibition being attended by engineers from all countries. At the exhibition an air-gas plant was shown, the hot-air engine being operated by gas supplied from the plant. The gas was a 1½ per cent mixture of gasoline vapor in air, kept uniform for all conditions of load and temperature by a system of valve gears. The plant is capable of being set to produce gas consisting of one-fifth of one per cent gasoline and 98.5 per cent air. This is practically non-explosive, the velocity of flame through the mixture being very low, while combustion is found to be rapid and perfect. As the whole of the required air is blown through the pipe no additional air is required at the burner. Another very interesting exhibit was a vertical inclosed oil engine of the semi-Diesel type, designed to operate upon either crude oils, residuals or ordinary lamp oils. The makers of this engine claim that the engine's special patented feature is an additional charge of heated, compressed air, admitted to the combustion chamber after the fuel has ignited, producing so perfect a combustion that it can be very economically operated. There is no exhaust smoke and very little carbon deposit on the

People Always Forget



about lightning during the winter months. This does not alter the fact that in 1911 the number of buildings struck by lightning in America was 1,847. The

TOWNSLEY LIGHTNING ARRESTER SYSTEM would have protected them!

The dealer who handles our systems has a money maker that is backed by facts for selling talk.

Are we represented in your district?

— If not, write for our Terms and Contract —

Canadian Lightning Arrester and Electric Co., Ltd.

199 Main Street. O. W. TOWNSLEY, Manager. Winnipeg.

valves or cylinders. This engine is started by a blow lamp which heats an iron bulb fixed in the combustion chamber igniting the charge for the first few explosions when the lamp can be removed, the engine running without attention thereafter. The engine is lubricated automatically and is made in 5, 7, 10, 20, 30 and 40 horse power.

Moline Plow Company buys Harvester Plant

A deal of unusual interest in implement circles, owing to its significance in marking the entry into the Harvester Field of another well-known implement concern, has been closed, whereby the Moline Plow Company, of Moline, Ill., takes over the business, factory, and good-will of Adriance, Platt & Co., Poughkeepsie, N.Y.

The Moline Plow Company manufacturers of the well-known Flying Dutchman line, with the addition of binders, mowers, reapers, and corn harvesters, completes the line and makes it one of the most important factors in the implement field.

In connection with this purchase, the Moline Plow Company

has also increased its capital stock from \$9,000,000 to \$30,000,000. A portion of this increase is doubtless for the purpose of purchasing the above mentioned plant, and the remainder will probably be used to care for its rapidly increasing business, both in the United States and foreign countries, and to provide additional facilities for manufacture.

Although the Moline Plow Company originally built only Plows the acquisition of this Harvester line is but following out a policy inaugurated some years ago by the purchase of the Mandt Wagon and Henney Buggy Factories, and continued later by that of the Freeport Carriage, Monitor Drill, Acme Steel, and McDonald Pitless Scale Plants.

Adriance, Platt & Co., were established in 1855, and have been active in the reaper and harvester trade ever since. The Adriance line is well and favorably known in the Eastern States, where it has enjoyed a large trade, although it has never been aggressively pushed in the Western sections of the country. It has also enjoyed a large foreign trade. The taking over of this concern gives the Moline Plow Company entry into certain territories where their selling organization

has not been complete, especially in the Eastern States.

The manufacture of the Adriance line will be continued at Poughkeepsie and the factory enlarged to take care of the additional trade, due to the large increase in business which will follow the sale of this line in the central and Western portions of the country.

The Moline Plow Company enjoys an enviable position in the trade, both at home and abroad, and with this increase in working capital and manufacturing facilities and latest addition to the Flying Dutchman family, we predict for it a period of unparalled success and a position in the trade second to none.

We understand that the Canadian Moline Plow Co., will have some of these binders on the West Canadian market in time for the 1913 crop.

Reasons for Success.

In a contemporary we note that an implement dealer in a certain town in Missouri had been in business for over fifty years, during which time he had bought out, at his own price 50 competitors. Such a proceeding

usually suggests a system of price cutting and like methods of overcoming local competition. Strange to relate, this implement man wandered from the beaten track in this respect. He bases his business stability on the fact that he invariably handled the best lines, demanding a price that carried a profit, which his competitors did not. In this respect he explains most failures among implement dealers as being due to the fact that they lacked courage to successfully carry out such a policy.

This dealer has deducted from his experience two important points:

Because the selling price of an implement is higher than the purchase price there is no reason for the supposition that the transaction resulted in a profit. Furthermore, only the best goods, well advertised, can command and hold the cream of the trade in the face of keen, price cutting competition.

The higher the quality of any goods the better the grade of salesmanship required to sell them. Thorough familiarity, and being conversant with the true values of his goods, spells success for any dealer.



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well-known, widely advertised

HART-PARR OIL TRACTORS

Our 60 B. H. P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers. Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water or coal troubles. Uses cheapest **kerosene** for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT

Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie.
63 West 23rd St., Saskatoon, Sask.
1622 8th Ave., Regina, Sask.
The Chapin Co., 331, 8th Ave. West, Calgary, Alta.



The New Factor in Harvesting!

The Stewart Sheaf Loader has placed harvesting operations on a new and better basis. It does the important work of loading the grain on to wagons quicker, better and cheaper than before. It does away with the necessity for pitchers and reduces the number of wagons required.

This machine appealed to farmers and threshermen immediately it appeared, as a great factor in overcoming the yearly problem of help shortage and a generally unsatisfactory class of harvest hands. Letters from men who have used a

STEWART SHEAF LOADER

state its advantages much more strongly than we do ourselves. The sale of a Stewart Sheaf Loader not only carries with it a good immediate profit, but it earns dealers the permanent good will of buyers, and leads to further transactions and profits. Our advertising campaign covering Western Canada is in full swing. Booklet sent free upon request.

Stewart Sheaf Loader Company, Ltd.

804 Trust and Loan Building

::

Winnipeg, Man.

Our Ninth Birthday

With the coming of New Year, Canadian Farm Implements holds double festivity, since, with this issue, we attain our ninth birthday.

In 1905, we came into being, and since our first issue we have consistently adhered to our policy of accepting nothing but legitimate and honest advertising. We have endeavored since the inception of the paper to work for the interests of the trade for the safeguarding and advancement of the implement business of Western Canada as a whole, and we can honestly say that the years have brought us many strong and abiding friends, both among our subscribers and our advertisers.

At this, the commencement of our ninth year, we are still pursuing our policy of the past, and shall continue to show the same open and impartial interest in the retail implement dealer, and we shall ever strive to aid and benefit him by every means in our power.

Our policy, the policy of constantly working in the interest of the retail implement dealer, is fraught with considerable difficulty in relation to our publication. Through our policy we must necessarily refuse a great deal of profitable advertising, which oftentimes causes opposition from sources undreamed of. Yet we have the satisfaction of knowing that now, at the commencement of another year, we still proceed with our will undaunted and with an undiminished optimism through the confidence we have won and the friendships formed; also the support we have received during the years we have been in existence.

This being so, we trust that in the year which we have now entered we shall have the wholehearted support and co-operation of the retail implement dealers of Western Canada, and that they may always use our columns in voicing their ideas or grievances. We shall make every effort to produce for the perusal of our readers during 1913 a trade journal that will be absolutely up-to-date, instructive and educative; an independent journal with a clean-cut honest policy.

From an implement standpoint 1913 should be a banner year in Western Canada. An unparalleled acreage of virgin soil will be put under cultivation, and, granted favorable climatic conditions, the grain crops should far exceed those of last year. We have every reason to believe that

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JANUARY, 1913.

1913 will be a year of prosperity, and that plenty will reign supreme in Western Canada.

Our heartiest wish is that every implement dealer from the Great Lakes to the Pacific may find that 1913 is absolute negation to the old superstition regarding the last two numerals. That thirteen may prove a mascot of Good Luck for all our friends in the implement business is the candid wish of Canadian Farm Implements.

Winnipeg Bonspiel

The twenty-fifth annual bonspiel of the Manitoba Curling Association will commence at Winnipeg on February 5th, 1913, and will continue for 10 days. The draw for the opening event of the curling carnival will be announced in the Royal Alexandra Hotel on February 4th.

The prize list will be as follows:

The Dingwall Trophy, a silver cup, value \$1,000, also three other prizes, presented by D. R. Dingwall, Winnipeg. The McLaren Cup, value \$250, also three other prizes, presented by the proprietors of the McLaren Hotel, Winnipeg.

The Tetley Tea Tankard, value \$200, presented by J. Tetley & Co., of London, England, also four other prizes.

The Purity Flour Challenge Cup, value \$400, presented by the

Western Canada Flour Mills Co., along with four other prizes.

The Walker Theatre Trophy, presented by the Management Walker Theatre, Winnipeg, value \$250.

In its first stage the competition will be open to all American rinks present, these being opposed by an equal number of rinks selected from among the Canadian Curlers. Further prizes are:

The Tuckett Trophy, value \$400, donated by Tuckett & Son, of Hamilton, Ont., also eight other prizes.

The Royal Caledonian Tankard, presented by Lord Strathcona, value \$250, along with four other prizes.

The Blue Ribbon Competition, wherein the Blue Ribbon Co., of Winnipeg, donates four handsome prizes.

The Cameron Cup, donated by the Lieut.-Governor of Manitoba, value \$150, along with four other prizes.

The Whyte Cup, presented by Sir Wm. Whyte, K. C.

Blackwood Bros., of Winnipeg, donate a prize for the grand point competition.

H. R. H. the Duke of Connaught, Governor-General of Canada, having a desire to promote an interest in curling, will donate annually for the bonspiel of the Manitoba Curling Association, a silver cup for the club winning the Grand Aggregate, while J. I.

Haig, president of the Association, donates four extra prizes in connection with this cup.

In addition to the prizes mentioned, the Manitoba Curling Association will present extra prizes in connection with each separate event, bringing the total prize list up to a very attractive monetary value.

We Change Our Address

This publication wishes to advise all correspondents, advertisers, implement dealers and, in fact, all whom it may concern, that on and after the 1st of February, 1913, our address will be 811-812 Confederation Life Building, Winnipeg, Manitoba, Canada.

Our new place of business is directly across Main Street from our old location in the Union Bank Building. We trust that our many friends will find their way to our new home, even as they did to the old.

Yours sincerely
Canadian Farm Implements.

The World's Wheat Production

The following list gives the 1912 wheat production of all the countries which have so far made their reports to the International Institute of the Canadian Department of Agriculture, these official reports showing the total to be nearly three and one-half billion bushels.

The total wheat production in 1911 was 3,230,411,000 bushels.

	1912 Bushels
Belgium	15,278,000
Bulgaria	63,750,000
Denmark	3,744,000
Spain	112,416,000
France	335,039,000
England, Wales and Ireland	55,070,000
Hungary	184,367,000
Italy	165,721,000
Luxemburg	664,000
Roumania	89,413,000
Russian Empire	727,043,000
Switzerland	3,278,000
Canada	205,685,000
United States	730,267,000
India	366,930,000
Japan	24,453,000
Egypt	28,948,000
Tunis	4,226,000
Norway	276,000
Netherlands	4,608,000
Algeria	27,172,000
Sweden	6,748,000
Australia	79,079,000
Germany	160,227,000
Austria	52,973,000

Total 3,447,373,000

The Value of Association

It is helpful and inspiring to almost any person to meet, associate and converse with other people. This is true in a general way, but is particularly the case with reference to business. It matters not whether a person is engaged in the implement business, the hardware business, or any other mercantile business, or whether he is a member of one of the professions. To come in contact with others, to hear them talk about themselves and their affairs and experiences, how they cope with difficulties, is helpful and inspiring; and every man is better off for having come in contact with others, especially other men who are successful and competent in many ways. These are the great, fundamental reasons why associations are beneficial. They are beneficial because they bring into intimate contact men engaged in the same line of trade, men with similar ambitions, men with the same encouragements and discouragements. It is only when one is left alone with no communication with his fellow beings that he realizes what isolation means, and how necessary and how helpful intimate, personal contact with other people really is.

A Western Bank Meeting

The Union Bank of Canada held its 48th annual meeting in Winnipeg recently. This was something of an historic occasion, as it was the first of such gatherings since the headquarters of the bank was removed to Winnipeg. The reason for this removal was due to the fact that the remarkable growth of the bank was due to the general development of Western Canada.

Eight years ago the bank's capital was \$2,500,000, its rest fund \$1,000,000 and its assets \$20,000,000. Today the corresponding items show expansion to \$5,000,000 capital, \$3,300,000 rest and \$69,400,000 assets. That further steady expansion is anticipated was made clear by the remarks of the President and of the General Manager, G. H. Balfour. Furthermore these gentlemen, as well as Western Vice-president, R. T. Riley, expressed confidence that Canada's business growth generally was well grounded.

It is of interest to learn that while eight years ago the bank had 84 branches, it has now 285. Of the 200 or more new banks

opened in the interval, 132 were west of the Great Lakes.

During 1912 no fewer than 43 new branches were opened, expenses of establishing these being met from the current profits.

The bank's net profit, \$706,833, being over 14 per cent. on the average paid up capital, is looked upon as being highly satisfactory.

Honest Advertising

At the Annual Convention of the National Federation of Retail Merchants, held at St. Louis, Mo., November 19-21, 1912, the following resolution regarding honest advertising was passed:

Whereas, it is a known fact that the practice of misrepresentation and dishonest advertising honeycombs many lines of business in this country, therefore be it

Resolved, That the National Federation of Retail Merchants urges upon the officers and directors of all retail associations

public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this state, in a newspaper or other publication, or in the form of a book, notice, hand-bill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor."

Sound Sense

At the convention of Wisconsin Implement Dealers held at Milwaukee, December 10, 11 and 12,

Personal

B. T. Davidson recently started an implement business at Stavely.

Mr. John McClelland is establishing an implement factory in Red Deer.

W. J. McDonald, an implement dealer at Eyebrow, is reported to have sold out.

A \$15,000 warehouse will be erected in Regina, for the Garden City Feeder Co.

W. N. Fuller is the name that graces the sign of a new implement concern in Whitla.

F. W. Brown has sold his implement business at Netherhill to a dealer named A. Tennant.

R. T. Angus has sold out his implement business in Wetaskiwin to a dealer named J. F. Fourt.

T. M. Brown has taken over the implement store at Yellow Grass, formerly carried on by James Hill.

It is stated that the Canadian Fairbanks-Morse Co., will establish a warehouse in Edmonton, Alta.

George McKay has taken over the implement business at Arcola formerly owned by H. A. Burwash.

Jacob J. Dafoe has taken over the implement business at Francis, formerly carried on by W. G. Robinson.

J. F. O'Brien has opened up an implement store in Taber. We wish him luck in his business venture at that point.

Mackay Bros are reported as having bought out the implement business at Ebor, previously carried on by C. J. Craig.

Two brothers named Myers have taken over the implement concern at Kamsack, previously owned by Jacob Kalmakoff.

J. H. Pollock has taken over the implement business at Melita, previously carried on by two partners named Davis & Bower.

The implement firm of Friesen & Reiner, Steinbach, have recently dissolved partnership, J. R. Friesen continuing the business alone.

The Huber Manufacturing Co., Marion, Ohio, will erect an implement warehouse and office building costing \$60,000 in Regina.

Lowes & McLean are the names that grace a new store sign in Grayson. These gentlemen have merged into the implement business at that centre.

We had the pleasure of a visit during Christmas week from S. S. Bean, manager at Regina for Tudhope, Anderson Company. He reports business in the Regina

AN ANNOUNCEMENT

Every Retail Implement Dealer who is interested in the betterment of the trade is cordially invited to attend the annual meeting of

THE INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

which will be held in the (C.P.R.) Royal Alexandra Hotel, Winnipeg, on

Tuesday, February 11th, 1913

The meeting will commence at 10 a.m.; luncheon at 12.30

IN YOUR OWN INTERESTS BE THERE!

C. R. GOUGH, President
Francis, Sask.

F. D. BLAKELY, Secy.-Treas.
811-812 Confederation Life Building

that they immediately take steps in their several states to promote the passage of a law looking to the placing upon our statute books of the several states of an honest advertising law, thereby paving the way for legislation along similar lines by the National Congress; be it further

Resolved, That this body heartily endorse what is known as the "model law" promulgated by the publication, Printer's Ink, which follows:

"Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation, or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the

1912, C. M. Johnston, an implement dealer, made the following trite remarks. He said:

"We don't care whether we are manufacturers or implement dealers or traveling men or jobbers or what we are, we all agree on one proposition, and that is, the only way you can sell implements is from the factory through the jobber to the retailer, then to the farmer, or from the factory direct to the retail dealer, then to the farmer. We are all working together for our best interests. Also we will all agree on this proposition; to be a little more friendly with our competitors, because in a sense we are all co-operating whether we are handling the same line or not. Let us agree when we get home to be just a little closer to the other dealers."

district as being good but collections rather slow.

T. Collins, implement dealer in the town of Lang, is reported to be discontinuing his business.

Henry Nuttle is reported to have sold out his implement business in Bethune to P. R. Taylor.

Two implement dealers, named May and Morgan have bought out the business of Thomas Henry, at Alask.

John Reddon has taken over the implement business in Miniota, previously managed by T. H. Stewart.

A. Scott has taken over the implement business in Laura, previously carried on by H. R. Johnston.

I. O. Langager has removed his implement business from Delisle, and has opened a new store in the town of Hanna.

An addition to the business interests of Moose Jaw, is an implement firm who trade under the heading of Caswell & Davis.

Ludberg Bros., implement dealers in the town of Aylesbury, are negotiating for the transfer of their business to Roy Dechler.

Wilbert T. Johnston has taken over the implement business at Brock, formerly carried on by two partners named Tackaberry and Bailey.

Anderson & Edmonson, the well known implement firm of Swift Current, have sold out their branch business at Neville to Benson & Bakrud.

Hannah & Sons, who carried on a hardware and implement business in Elgin, recently sold their implement business to a dealer named Kerslake.

John Adams, Saskatoon manager for the Cockshutt Plow Com-

pany, was in Winnipeg during the holiday festivities. John is looking well and hearty.

Lett & Jones, implement dealers in the optimistic town of Success, have dissolved partnership. John Lett will continue the business single handed.

The Canadian Heer Engine Co. Ltd., has been incorporated under the requirements of the Manitoba Joint Stock Companies Act, the capital stock being \$100,000.

The Martin Tractor Company, Indianapolis, Ind., will erect a motor tractor factory in Ottawa, which will manufacture motor tractors, garbage wagons, etc.

The town of Castor has seen a couple of additions to the implement trade recently. The names of the new concerns are now Begert & Thompson and Tennant & Waring.

The firm of Bompass & McLean, implement dealers in Le-stock, has dissolved partnership. Bompass departs and David McLean will carry on the business in the future.

The business activities of Forres have been increased recently by the addition of a new implement and hardware concern which is trading under the name of Gilman & Bradley.

F. H. Crane, manager at Saskatoon for the Canadian Fairbanks-Morse Coy., visited us lately while he was in Winnipeg, having a vacation with his people during the Xmas season.

We have pleasure in acknowledging a very handsome calendar from the Cockshutt Plow Company, depicting a rural scene in color, also views of the various factories of the company.

In that town of excellent name—Drinkwater—there has been a

few changes in the implement world lately. O. A. Borgen has taken over the business that was carried on aforetime by H. A. Elder, while the firm of Pannell Brothers has been bought out by two partners named Row and Carson.

The notice of dissolution of the partnership of the firm of Scharff & Foot, implement dealers in Hartney, Man., has been published. The business will be carried on in the future by Arthur T. Foot.

E. E. Lyday has recently returned from an extended trip, which took in his home office at Newton, Iowa. Mr. Lyday is Canadian manager for the Maytag Company, having his headquarters in Winnipeg.

F. G. Allen announced recently that the January meeting of the stockholders of the Moline Plow Company will consider increasing the capital stock to \$30,000,000. The capitalization is now \$9,000,000, with \$1,000,000 surplus.

The firm of Blair & Eastcott, implement dealers in Warner, has undergone a change in its personnel recently. The first named partner has sold his share in the business, which will now be controlled by Partridge Bros. and Eastcott.

The town of Kindersley has lately seen some changes in the implement business. The Hay, Pine Co., an implement concern, has been taken over by two partners named Pine and Nugent, while J. V. Fenley has sold out his business to two brothers named Morgan.

H. L. Bidleman has gone in partnership at Veteran, with F. E. Laun. This implement team have a good territory to work in and they should manage to do a good business therein. The first-named partner conducted an implement business in Alix for a number of years.

Geo. M. Whitney, treasurer of the Aspinwall Manufacturing Company, Jackson, Mich., the well known makers of potato machinery, recently visited the plant of the company at Guelph, Ontario. He also called at Toronto, Welland and other points in Ontario in the interests of the company.

We have received the 1913 calendar from the John Deere Plow Company, and it is quite up to the standard that this company produces yearly. On a blue ground the well-known "Leaping Deer" trade mark is embossed in white, also the profile view of the famous founder of this plow concern.

Tastefully got up, the calendar is an acquisition to the office of any implement dealer.

Tudhope, Anderson Co., who are Canadian sales agents for Emerson-Brantingham Co., are at present remodelling the old Reeves warehouse in Regina, and expect to move their Regina office into it in the beginning of January. This warehouse is over in "Implement Row" on the north side of the C.P.R. trackage.

Conditions towards the end of the year in the Regina district have been fair, though not up to the expectations of the implement fraternity. The slight fall of snow, and the prevalent lowness of prices have handicapped collections considerably, yet, the trade in Regina have great hopes for the opening months of 1913.

We beg to acknowledge receipt of calendars, etc. from the following: J. MacEwen, implement dealer, Togo, Sask., a very tasteful scene in the Scottish Highlands, making an admirable catalogue for the dealer. From the Sawyer-Massey Company a design of maple leaves surrounding a view of their factories. The Aspinwall Manufacturing Co. supplied a very tasteful hanger showing one of their machines in operation.

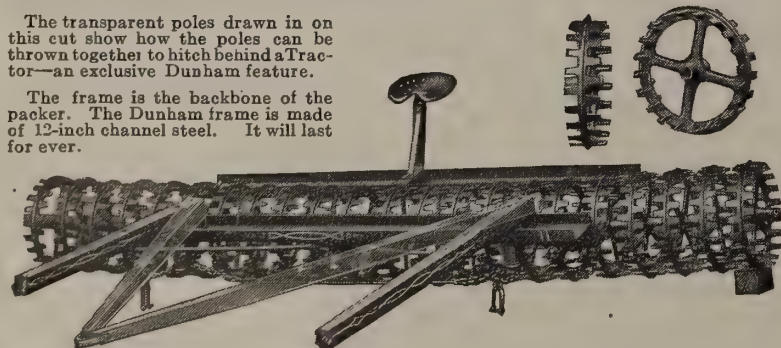
We had the pleasure of a visit the other day from our old friend Dan Sutherland, implement dealer in Foxwarren. Dan is as philosophical as ever and reports that while business has been very good the coming in of collections has been something of a funeral march as regards speed. He hopes, however, with an increase in the movement of grain in the beginning of the year, that money will be easier.

We have great pleasure in acknowledging the receipt of a very fine wall calendar from J. A. Loeppky of the "Farmer's Implement Stand," Jansen, Sask. The calendar represents a sunset in rural England, the fine color effects being a triumph of the lithographers' art. The days, dates, etc., are given in clear, bold type, easily read in large letters and numerals. Altogether the calendar is an excellent one, and it does great credit to the dealer who takes this way of keeping himself in the memory of his customers and friends. Beyond this Mr. Loeppky has distributed to his trade a very handsome wallet or folder, done in seal with four compartments and lined with silk, making not only an ideal receptacle for bills but also for cards, etc. His name and address stamped thereon will make an excellent memory jog for his farmer friends.

THE Dunham Canadian Soil Packer

The transparent poles drawn in on this cut show how the poles can be thrown together to hitch behind a Tractor—an exclusive Dunham feature.

The frame is the backbone of the packer. The Dunham frame is made of 12-inch channel steel. It will last for ever.



A Big Money Maker for Live Dealers

Write for special circular and money making proposition to dealers in open territory.

The small cut shows the wheel used on the Dunham Canadian Soil Packer.

ROBERT E. BROWN, Sales Agent

102 & 103 Donahue Block

REGINA, SASKATCHEWAN

Stock carried at Winnipeg, Regina and Saskatoon



B. F. Dixon

The above is an excellent photographic reproduction of B. F. Dixon, office manager at Saskatoon for the John Deere Plow Company.

This gentleman was born in London, Ont., in 1883, in which city his parents still reside. He was educated at the public schools of London, entering the Collegiate at the age of eleven. Pursuing his education, Mr. Dixon, determining to follow a business career, took a course in the Forest City Business College, under W. J. Wistervelt, who was principal.

Leaving the institution in 1895 he entered the Bell Telephone Co. continuing with them until 1907, and filling various positions from office boy to the important post of Superintendent of Traffic. He served the telephone company in the cities of London, Hamilton and Winnipeg.

In 1907, he was engaged as ledger-keeper by the Fairchild Company, and, in 1908, when the John Deere Plow Company took over the business of the Fairchild

SALESMEN WANTED: Two live hustling, energetic travellers to sell one of the best lines of gasoline engines in the West. Apply Manitoba Engines Limited, Brandon.

WAREHOUSE FOR SALE: A commodious two-storey solid brick warehouse, 50 feet by 70 feet. Erected on a lot 120 feet by 80 feet deep, and has four car railway trackage. This warehouse is situated in a fine central location—on Pacific and Fifth Streets, Brandon, and is a bargain that cannot be equalled. For full particulars apply to the owners, Beatty Brothers, Brandon, Manitoba.

Co., Mr. Dixon was elevated to the position of accountant, which position he filled with credit until he was appointed to the important position he now holds, that of office manager for the Saskatoon branch of the Company.

On the occasion of his leaving Winnipeg, the local staff of the Jno. Deere Plow Co., entertained Mr. Dixon to a luncheon in the Grange Hotel, presenting him with a handsome walking cane as a memento of their esteem. His wide experience should prove of the greatest service to his company in that Western territory, and we feel certain that his abilities will fully justify his removal to his new sphere of business energy in Western Canada.

A Starving Inventor

Lest he die in want, an appeal has been addressed to the French government to come to the aid of Fernand Forest, the inventor of the internal combustion engine.

All over the civilized world great, silent automobiles roll in princely luxury, thanks to this engine. The aeroplane is a possibility and an actuality because of this same machine; submarines are propelled by it and at least one great liner glides along, funnelless, its engine being of the explosion variety. Other great ships of the same kind are being built.

But the man who invented this engine is old and poor, in France. He is honored; the French government decorated him with the Legion of Honor in 1910; but he is almost in need; he has a hard time of it keeping the wolf away from the door.

Forest has a large family and his home is typical of the very poor mechanic, which the inventor is. While thousands are reclining luxuriously in their \$5,000, 50-horse power motor cars, this humble workman, plodding to his daily toil, dodges these cars, the engines of which he invented.

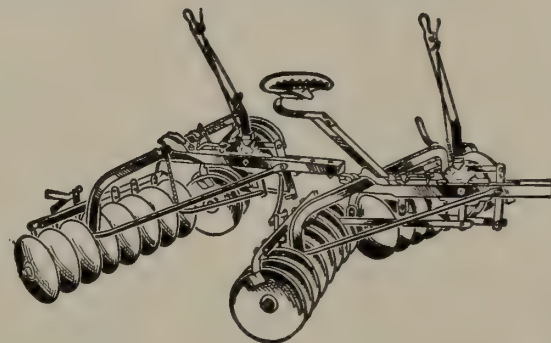
A Sawyer-Massey Catalogue

We have recently received the latest catalogue of the Sawyer-Massey Co., of Hamilton, Ont. This is an admirable publication and is quite up to the usual standard of the Sawyer-Massey Co. The Frontispiece is a finely colored threshing scene; in the foreground a young lady of bewitching personality. The catalogue is finely illustrated by wash drawings of the various steam and gasoline tractors, threshers, road-making machinery and other lines made by the company. A series of interior views of the different offices of the company are shown, also views of the foundry, machine shops, pattern shop, boiler shop, etc. Some very fine sectional views of different parts of the tractor are shown, also many details of the well known "Great West" thresher.

Printed on fine paper and tastefully compiled this catalogue should be of great interest to all dealers who are interested in the various lines manufactured by the Sawyer-Massey Company.

Both Out-Throw and In-Throw

This illustrates the correct Harrow for Spring's work. It is a double action Disk, both Out- and In-throw, working the ground twice in one operation. The Bissell In-throw Harrow in the rear worked at a sharp angle leaves the surface of the ground pulverized like a "mulch" so it will hold the moisture. The central position of the seat is convenient from which to adjust both Harrows. Six horses will handle this double action nicely. There is no neck weight and it works complete without a Fore Truck or other makeshift. For engine power connect up 4, 6 or 8 of these Harrows in a group. For further particulars write Dept. E.



The Bissell Double Action Disk

Manufactured Exclusively By **T. E. BISSELL CO., LIMITED, Elora, Ont.**

Write to any of the **JOHN DEERE PLOW COMPANY'S** Branch Houses

Handle an Engine that's Strictly High Grade!

Our make-good policy keeps buyers satisfied. We believe that a buyer's interest should be just as much considered after the sale as before, and have adopted a policy putting that idea into force. Dealers who handle

Manitoba Engines

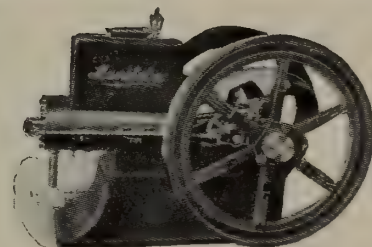
have that policy squarely behind them in every transaction, and it is backed by a Company with a great modern plant and every facility for making good its claims.

Our agents are the same now as they were ten years ago. Fair dealing at every stage of the game has kept them with us. Our advertising campaign covers the West and brings inquiries that are readily turned into sales. Write for catalogue and proposition to dealers. We manufacture the following lines, all



"Made in the West for Western Needs."
Gasoline Engines, 1½ to 25 H.P. Wood and Iron Pumps.
Grain Grinders, 6 to 12 inch. Wood Saws, all sizes.
Pumping and Power Windmills, 8 to 14 feet.

MANITOBA ENGINES LIMITED
(Formerly The Manitoba Windmill & Pump Co., Ltd.)
BRANDON, MAN. CALGARY, ALTA.



Ancient Agriculture

In these modern days we have practically brought agriculture down to a fine science, and with modern methods of irrigation and cultivation, also the aid of our scientifically designed implements, we have undoubtedly made great advances in the art of cultivating the soil. In view of the many books and articles written on cultivation and farm implements, it is of the greatest interest that we turn back the pages of history and refer to what is conceded to be absolutely the oldest known book on agriculture.

This book is by an ancient Roman, named Varro, and was penned 36 years B. C. when Varro was over 80 years of age. Its title was "Rerum Rusticarum." This ancient author had a most prolific pen, as, when he had reached the age of 84, he had produced no less than 490 books, and strange to say this treatise on agriculture is the only one that remains in anything like completeness. Varro was a man of great culture, being regarded by men of his time as the third best writer of Latin—the other two men being Cicero and Virgil.

This book was written as a practical treatise for his wife Fundania, who had started farming, and in the interests of farming generally—for his great appeal was as we say today—"back to the land." The writer showed a wide knowledge of tillage as it was carried on in different countries, and considering that the date was before the coming of our Lord it is surprising how many of the ideas still survive. A very clear idea of a Roman farm in those days is given by this wonderful old-time agriculturalist. Among many interesting facts may be noted the use of "marne" as manure in Gaul, and of vegetable charcoal instead of salt, the employment of silos, the distribution in the wild state of bulls, horses, goats and sheep. Much of the philosophy of Varro is very quaint, yet in many cases it is quite sound and applicable to modern times. He says:

"Two points above all others have to be considered in farming. The farmer must consider if he can get a return proportionate to the labor and expense; also he must be situated in a healthy dis-

trict. If either of these facts cannot be answered as existing, and a man still wishes to farm, he is mentally defective and should be put under proper care."

In treating the science of agriculture, Varro goes on quite orthodox lines. He says that there are four main branches, and that these consist in:

"(1) of the farm, the nature of the soil and its constituents; (2) of the things which are needed on that farm, and should be there for the purpose of cultivation; (3) of what must be done in the process of its cultivation, and (4) of the times of the year which are suitable for the various operations on it."

His advice on the care of farm implements is very sound, and if so in 36 B.C., even more so today. The last sentence is very naive, especially when we consider that it would hardly suit the average sneak thief to run away with a 25 h. p. tractor.

"The owner should have an inventory of all the implements and furniture of the farm—one copy at the farm, the other in town; while the bailiff should keep all the things mentioned in the inventory each in its proper place at the farm-house. Those

which cannot be kept under lock and key should be placed in as conspicuous a position as possible—more especially those which are employed only occasionally. For what is seen every day runs less risk from the thief."

Where Poems are Read

Albert B. Kelley, an advertising expert of Philadelphia, sat in the Markham Club turning the seventy or eighty pages—mostly advertising matter—of a weekly.

"Advertising is such an art," he said, "that many people actually buy periodicals as much for the advertisements as for the reading matter."

Mr. Kelley smiled.

"I sat in an editor's office the other day," he continued, "when a poet entered."

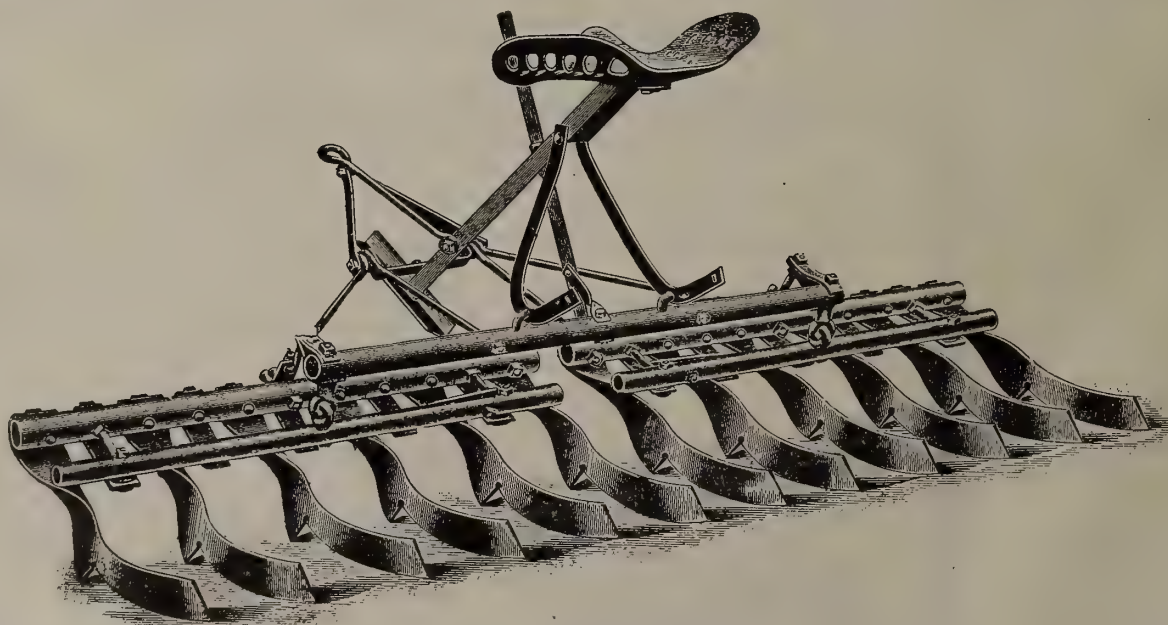
"Glad to see you've accepted that sonnet of mine," the poet said, feverishly pushing back his long hair. "I do hope it will be widely read."

"It's sure to be," said the editor. "It's sure to be. I've placed it next to one of our most striking ads."

There is always a big demand for a thing that cannot be had.

Sell the Harrow that Gives Best Results The "Acme" Pulverizing Harrow

Crushes clods and lumps, turns, smooths and levels in ONE operation, producing an ideal condition for conservation of moisture.



Cuts through to, and compacts, the under soil, chops the trash that has been turned under and leaves it buried.

Perfect Weed Exterminator and Surface Mulcher, there is no lumpy soil and no air spaces where the "ACME" is used

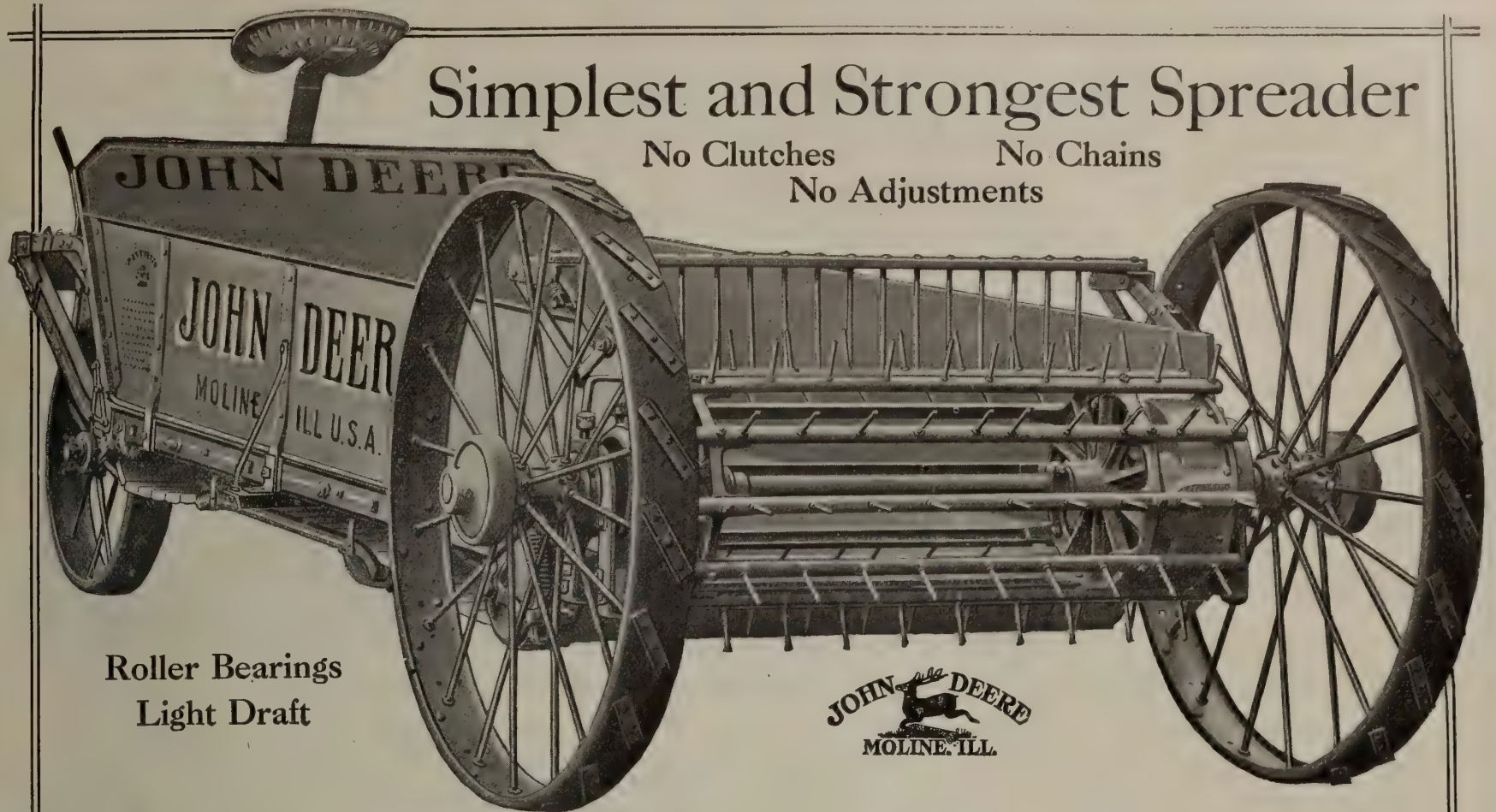
GENERAL AGENTS: **John Deere Plow Co., Limited**

Winnipeg, Man.; Regina, Sask.; Saskatoon, Sask.; Lethbridge, Alta.; Calgary, Alta.; Welland, Ont.

MANUFACTURED BY

DUANE H. NASH, Incorporated

307 DIVISION AVE.,
MILLINGTON, N.J.



Roller Bearings
Light Draft



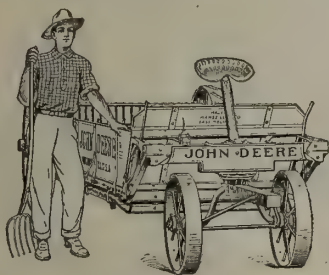
JOHN DEERE SPREADER

The Spreader with the Beater on the Axle

WITH the John Deere Spreader on your sample floor you will have the spreader business in your locality coming your way. It is so great an improvement, so radically different and so much more simple than any other spreader made that, after a farmer once sees it, nothing can induce him to buy an old style "high-up" machine.

Revolutionizing the Spreader Business

IMAGINE a manure spreader without any chains; with all the clutches and adjustments removed; one that has no extra shaft for the beater, no stub axle or counter shafts; one on which the parts that drive the beater all surround the main axle and are within a distance of twelve inches from it; one that, besides being of much lighter draft than any other you have ever seen, is so low down that it is only necessary to lift the manure as high as your hips when loading. Imagine all that and you have some sort of an idea what this new John Deere Spreader is like.



Only as High as Your Hips

counter shafts that constantly work out of line and give trouble.

It takes all the strains and stresses of spreading off the frame of the spreader and the side of the box. It makes the John Deere Spreader the simplest spreader on the market. (There are 150 to 200 less parts on the John Deere Spreader than any other spreader made.)

Easy to Load

The first three feet manure is lifted are the easiest of all. The real hard work begins from that height to the top of the ordinary spreader.

Control the Spreader Trade

You are guaranteed that this control will be permanent by the fact that we own broad basic patents which still have a long term of years to run, covering the method of mounting the beater on the axle, as well as the other important features. Don't wait to reduce your stock of old style spreaders. Take it up with us at once.

John Deere Spreader sides are only as high as your hips and the wheels do not interfere with the loading. The whole side of the spreader is available for that purpose. You can see where each forkful goes.

The John Deere Spreader is so designed that no adjustments are necessary. There is practically no use for tools. One simple wrench, however, is furnished and that only for tightening up nuts.

Farmers appreciate these things.

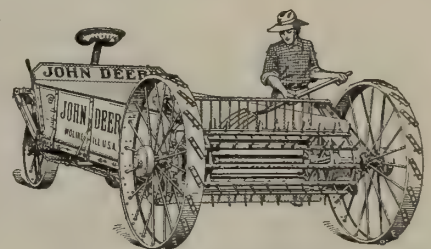
Less than Two Hours to Set It Up

What you appreciate is that, after you have set up one or two of these spreaders you can set up a carload in the length of time it takes to set up two ordinary spreaders.

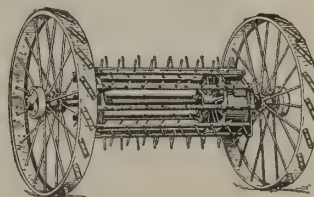
Photographic setting-up instructions are furnished with each machine, illustrating the simplicity of each operation. Prove it to yourself, ask our traveler or write us direct for a copy of these photographic instructions. We will be glad to send them to you promptly.

Remember This

The John Deere Spreader is the greatest improvement in manure spreaders since their invention—and the best of it all—this fact is so plain that farmers quickly appreciate it. It requires practically no effort to sell a John Deere Spreader at a fair margin of profit.



Light Draft and Easy to Load



The Beater on the Axle

John Deere Plow Company, Ltd. :: :: **Winnipeg**
Regina **Calgary** **Edmonton** **Saskatoon** **Lethbridge**

JOHN DEERE ENGINE PLOWS

4, 6, 8, 10, 12 and
14-Bottoms,
of any type,
to suit conditions



THE MOST PROFITABLE TO BUY—THEREFORE—THE EASIEST TO SELL

FARMERS PREFER JOHN DEERE PLOWS

Farmers will not keep on buying any implement that does not give them good service and satisfaction.

It is the implement that will give the best service for the greatest length of time that is most in demand and the most extensively sold.

This explains why there are more John Deere Plows in use than any other type, because the farmers get more of them—**MORE QUALITY AND SERVICE—BIGGER RETURNS FOR THEIR INVESTMENT**—than they could realize by investing in any other type of plow.

JOHN DEERE PLOWS ARE EASY TO SELL

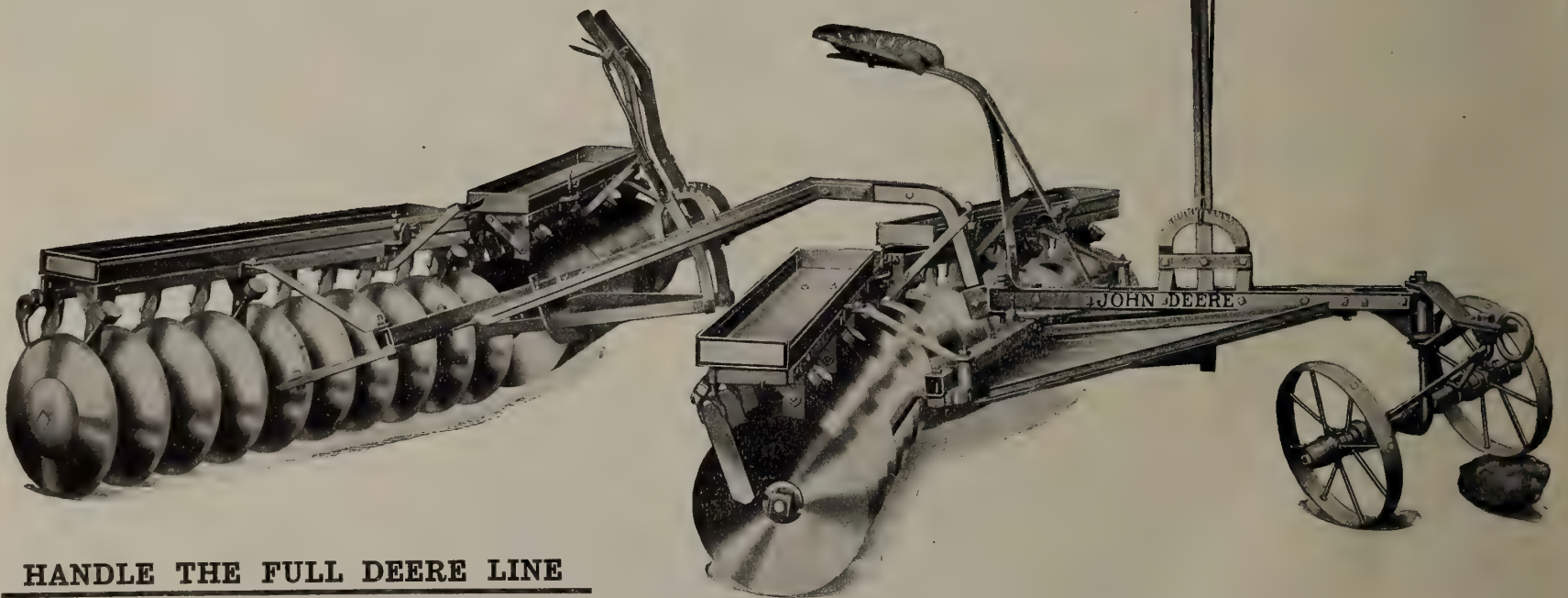
Because farmers find them the most profitable to buy. They are popular because they give the user satisfaction.

Plows that are the easiest to sell are the most profitable for the dealer to handle. You will not have to spend so much money or use up as much of your time selling a John Deere Plow as you will in selling some other type—**FOLLOW THE LINE OF LEAST RESISTANCE. Sell John Deere Plows.**

The quality of the work done by John Deere Plow Bottoms is recognised the world over. This reputation means something to you. It is a big factor. Make it count for you in 1913.

The qualities in John Deere Implements will bring you many satisfied customers

JOHN DEERE DOUBLE-ACTION DISC HARROW



HANDLE THE FULL DEERE LINE

POWERFUL CONSTRUCTION

It is necessary for any implement that is operated by engine power to be substantially constructed. Breakages mean wasting valuable time at an important season of the year. On this harrow the hitch, frames and bearings are large and heavy and will stand the hardest usage. These parts have been made doubly strong.

MAKES A GOOD SEED BED

Double discing is advantageous. One trip does twice the amount of stirring and pulverizing that a single disc harrow will do. The ground is worked both ways and is left level for planting. The moisture is thus conserved. This is a profitable implement for every farmer in your territory to use. Built in two sizes. Ten-foot size for engine use and eight foot size for horse power.

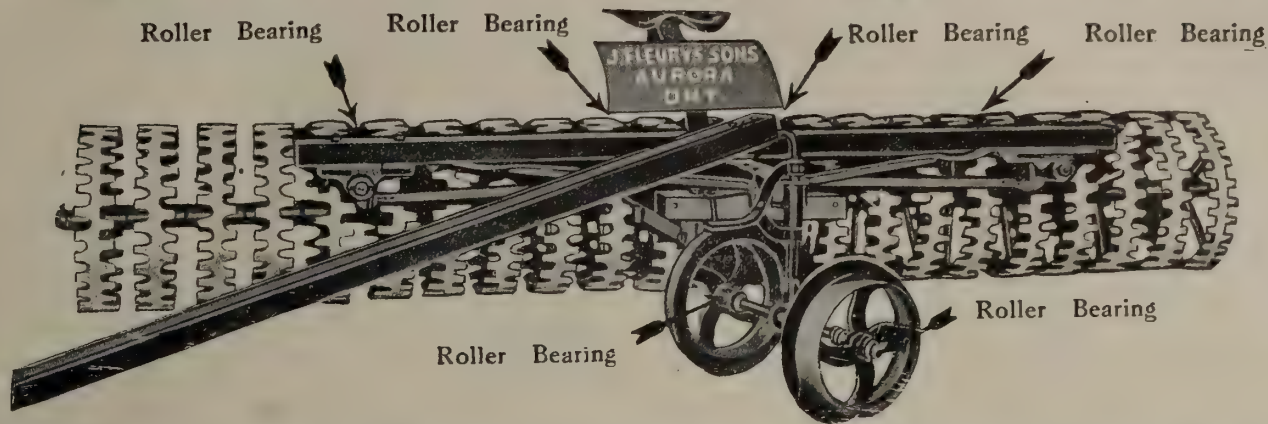
JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

Fleury Roller Bearing Pulverizer

MADE WITH
16, 22 OR 24
WHEELS
WITH OR
WITHOUT
ROLLER BEAR-
ING TONGUE
TRUCK



THIS IS THE
PULVERIZER
THAT WILL
APPEAL TO
EVERY FARMER

SIX SETS OF ROLLER BEARINGS MEANS

*Less Power, Less Expense, for the Farmer
Increased Pulverizer Business for the Dealer*

A Pulverizer is a heavy machine, it must be heavy to do the work it is designed to do. The "Fleury" is heavy enough for all purposes, yet "LIGHT DRAFT." Tongue Truck and six Sets of Roller Bearings, carry the dead weight and reduce the draft. Farmers are not going to haul a heavy pulverizer around their fields dragging the life out of their horses when they can get a "Pulverizer" that will do perfect work with less power and less expense. You can get the Pulverizer trade of your Territory.

**WITH THE FLEURY ROLLER BEARING PULVERIZER
WRITE FOR FURTHER INFORMATION**

Light Draft Van Brunt Drill

THE DRILL THAT WILL NOT CLOG

Made in the
following sizes:
12, 14, 16, 18,
20, 22, 24, with
Single, Double
Discs or Shoes.
Discs and Shoes
interchangeable.



Will work in
any soil that can
be seeded, with-
out clogging, de-
positing the seed
evenly at a uni-
form depth.

**New Boot Discharge
Adjustable Feed Gate
Light and Strong**

The Boot and Discharge is within instead of outside the circle of the disc. Seed is deposited at the widest point of the furrow. The seed does not touch the upward turn of the Disc but is deposited at a uniform depth with every kernel covered.

The greatest improvement ever put on a Drill. All kinds of grain, coarse or fine, can be regulated and deposited in an even manner without bunching or skipping. **THIS FEED IS ADJUSTABLE** to all requirements.

Three or four hundred pounds lighter than other drills is one of the reasons the THE "VAN BRUNT" is so popular. **LIGHTER, YET STRONGER.** Heavy angle steel frame wheels with long bearing hubs. Continuous axle running entire length of machine. No stub axles, therefore no sagging. Built to stand the work a drill should do.

Write us about the Van Brunt Drill

The Drill that controls the trade

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

We, versus Egotism

There was once a boy who worked for a large dry-goods store. When he spoke of the store he invariably used the word "we." In fact, so persistent was he that his companions dubbed him "We," as a nickname, yet today "We" is the junior partner of the concern.

The "we" quality in employees is the quality that makes for success. When an employee is so interested in his work that he immediately, in his mind at least, associates himself with the business, his future advancement is assured. On the other hand, the employee whose highest interest is the pay envelope will remain a salaried employee as long as he lives.

What is there in life for the man who works solely for the salary he draws? Necessity drives him to his work; Necessity prods him to increased efforts. He is a slave to Necessity. His work provides him the means of existing—not living. The man who works without ambition, the man who works merely for salary—his condition at best is but a bit higher than

that of the dusky man who toiled in the cotton fields 60 years ago.

In the olden days a slave in return for his labor got his board, clothes, and medical treatment. What more does the unambitious worker of today get?

The greatest pleasure of life comes from the good performance of labor. The winning of his case affords the lawyer more satisfaction than the attorney fee he receives. The real mechanic, who does a good piece of work, gets more pleasure from the knowledge that he is capable of doing such work than he does from his pay envelope. The good worker works well, not only to further the interests of his employer, but also to increase his own efficiency, knowing that sooner or later this increased efficiency will be noticed and suitably rewarded.

Employers are not slow to recognize faithful employees. Those who enter into their work with enthusiasm; those who so identify themselves with the business that the business becomes a part of themselves; these are the ones who get the most out of life and ultimately the fat envelope.

A Calendar from B.C.

We have great pleasure in acknowledging the receipt of a calendar from T. J. Trapp & Co., of New Westminster, B. C. This firm does a good business in that territory in farm machinery, implements, wagons, etc. The calendar depicts a finely colored winter scene, showing a rustic bridge with cattle in the foreground, entitled "Home to the Farm," and is an excellent souvenir for the customers of the firm. Such calendars are good advertising mediums for the retail dealer, and they assuredly justify their expense.

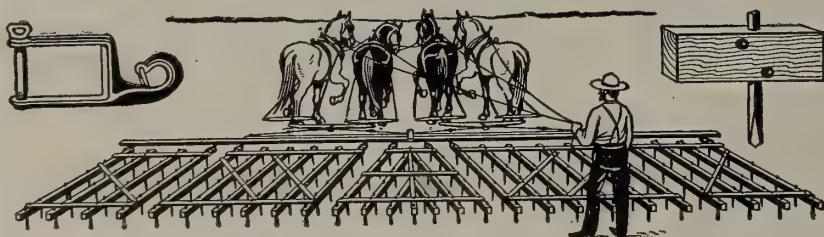
Broad or Narrow Tires for Wagons

In a bulletin issued by the highway department in Missouri, some interesting data is given regarding tires best for hard or soft roads. In summing up a series of tests on earth roads, it appears that there are but three conditions on which the broad tires draw heavier than the narrow tires, viz:

1. When the road is sloppy, muddy or sticky on the surface and firm or hard underneath;
2. When the surface is covered with a very deep loose dust and hard underneath.
3. When the mud is very deep and so sticky that it adheres to the wheels of both kinds of wagons. It appears that the dust must be extraordinarily deep to show a higher draft for the broad than for the narrow tires. The three conditions just named, therefore, are somewhat unusual and of comparatively short duration.
4. A number of tests on meadows, pastures stubble land, corn ground and plowed ground in every condition, from dry, hard and firm to very wet and soft, show without a single exception a large difference in draft in favor of the broad tires. This difference ranges from .17 to 120 per cent.
5. It appears that six inches is the best width of tire for a combination farm and road wagon, and that both axles should be the same length so that the front and hind wheels will run in the same track.

**"ASPINWALL" Absolutely the Best CUTTERS-PLANTERS SPRAYERS
POTATO DIGGERS SORTERS
MACHINERY** Aspinwall Manufacturing Company
WORLD'S OLDEST AND LARGEST MAKERS OF POTATO MACHINERY
GUELPH, ONTARIO, CANADA.

WATSON'S ARE THE REAL "BOSS" HARROWS



WATSON'S BOSS WOOD HARROW

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design, possessing exclusive features that make them easy sellers.

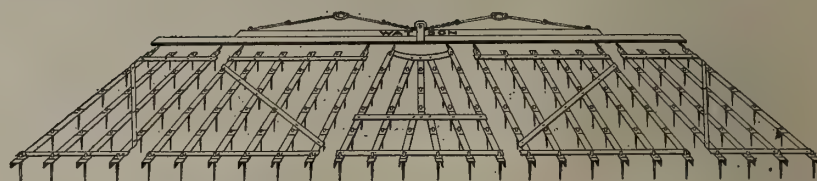
These Harrows are the outcome of years of experience, they commend themselves to every farmer, and give absolute satisfaction. Send for our new catalogue, it will interest you. This is our full line.

Pulverizers
Boss Wood Harrows
Boss Steel Harrows
Channel Steel Harrows
Harrow Carts
Wheel Barrows

Warehouse Trucks
Wood and Pole Saws
Farm and Bush Sleighs
Feed Cutters
(seven styles)
Roller Crushers

Whiffletrees
Bevel Jacks
Grain Grinders
Root Pulpers
Heider Goods
Horse Powers

Light Delivery Sleighs
Lawn Goods
Push Carts
Barrel Carts
Turnip Seed Sowers



WATSON'S STEEL BOSS HARROW

Tooth bars are of angle steel, cross bars all channel steel. Teeth are held individually by steel wedges, are dagger shaped with the edges directly in line of draft. Are fitted with a pulley hitch evenner. Light draft—24 feet in width.

John Watson Mfg. Co.
LIMITED

WRITE FOR OUR PROPOSITION

CHAMBERS AND HENRY STS., WINNIPEG

Banking versus The Individual

One of the most important points of finance is the earning power of money, especially when we compare the earning power of money with the earning power of the individual.

All over the great branch system of banks in Canada, the theme is avowedly to collect money from districts where it is not being utilized so that it can be used where a demand exists. Consequently, looking at the matter logically, we cannot help seeing that parts of the country where but small profits can be made on substantial investments, are being drained of all ready cash, this cash going to the centers of speculation.

The tradesman, the mechanic or the business man in a small way, cannot jump up and leave his location simply because he hears of some new district where money can be quickly made by investment. Yet money in the control of a banking corporation can be despatched anywhere on a moment's notice, to any corner of the earth wherein its earning power will be increased.

We agree that labor and capital are mutually dependent, yet this looks like capital having a power of desertion such as labor can never attain. A man may deposit his savings in a bank and the only good that the money does locally is the three per cent it pays the depositor. This can scarcely be called keeping the capital of a district in that district, especially when we consider that upon the money deposited by that man, the bank may be earning a clear four per cent profit for its shareholders who are not of the district wherein the money was deposited. Again, beyond all that, it earns money for the big money kings at the back of the bank, through their speculations and manipulations of wealth. That is, it does not exactly pay them dividends, yet it helps them to promote trusts and mergers, to take profits which they could never realize were it not for their ultimate control of the accumulated dollars of the working masses.

To realize these profits they force up the prices of commodities of all kinds so that, in the end, the man who is proud because he has several thousand dollars in the bank is actually losing more every year than his three per cent dividend could ever hope to cover. And it is his own savings that are aiding men to raise prices that

swamp his three per cent interest! His money works for him at three per cent and against him at a rate of fifteen per cent. Is this not then a sweeping argument for the man who argues in favor of local investments in real estate or otherwise.

Yet the land syndicate and the large corporation can engineer matters so that it is almost impossible for the individual to fight against them, and he usually bows to the inevitable and deposits in

the bank, strengthening the thews and sinews of the giants of finance. The big business can put out more and more watered stock, on which dividends must be paid, and the cost of living must go up and up.

As money is drained from the country districts, labor must follow, for the man who has to labor has to go whither his only asset can have scope.

We are more fortunate in Western Canada than are many, since it is a great field for speculation, mad and otherwise. Money is more in flotation, at least around the large centers; yet the

fact remains that the big business and the bank have an opportunity for investment and return such as the small individual cannot hope to have and cannot contend with. We often wonder whether it was mere satire that was meant, or whether it was a deep knowledge of life that led the Master to say: "Unto him who hath shall be given."

Two things you can find in the dark—a carpet tack and a Limburger cheese.

A small boy looks at the towel to see if his face is clean after he has washed it.



The Avery Selling Policy for 1913 on Tractors and Plows will be Sold on Approval and Fully Guaranteed

And This Means Exactly What It Says

SOLD ON APPROVAL

It's simply like this as we see it:

If an Avery Outfit pays you, it will pay us.

If you can't afford to have it, we can't afford to have you have it.

That's the long and short of it, and that's why we have adopted the "Sold on Approval" policy.

This new selling policy on Tractors and Plows is right in line with the general Avery policy of "Dealing with the customer on a basis of mutual benefit."

We believe that the average man is on the square and we are willing to trust his fairness.

FULLY GUARANTEED

And we not only sell on approval but after the machine has been accepted we continue to back it up with these strong guarantees.

WARRANTEES ON AVERY GAS AND OIL TRACTORS

We guarantee against breakage for a period of one year following date of purchase, all gearing and shafting, including crank shaft, broken during any usual use of the tractor, and will replace any broken parts free of charge.

Avery Tractors are guaranteed to develop more than their rated horse power, either in the belt or on the draw bar.

WARRANTEES ON AVERY "SELF-LIFT" ENGINE GANG PLOWS

All castings and shafting on Avery "Self-Lift" Engine Gang Plows are warranted against breakage for one year from date of purchase and if broken will be replaced free of charge.

We guarantee an Avery "Self-Lift" Engine Gang to plow cheaper and faster than any hand lever plow of its size built and, in addition, to save hard work.

And besides all these, we also give you this broad, sweeping general warranty.

Furthermore, if any purchaser of Avery machinery prefers the form of warranty adopted by any other manufacturer of this class of machinery, we will allow him the privilege, when placing the order, to substitute such other manufacturer's form of warranty for ours, and such purchaser is hereby authorized before signing the order, to write across the face of the warranty in our order blank the following.

"This order is given with the understanding that the warranty and all conditions of (insert name) Company are substituted in place of the warranty printed herein."

No such a selling policy backs up any other make of tractor and plow. Nowhere else do you get such Sold on Approval Terms and strong guarantees. No other company stands behind the work of their machines like this.

Think these things over carefully. Wouldn't it be a good proposition to sell a machine that is backed up like this? It's certainly a proposition you can't afford not to fully investigate. Write at once for a catalog of the Avery "Light-Weight" Tractor and No-Man "Self-Lift" Plow.

Manufactured by AVERY COMPANY, PEORIA, ILL., U.S.A.

Western Canadian
Representatives—

HAUG BROTHERS & NELLERMOE CO., Ltd., WINNIPEG

Distributing Warehouses: Regina, Calgary

Resolutions!

We wonder vaguely if that old time mathematician, Pope Gregory, who compiled our modern calendar, was smiling sardonically when he calculated the end of one year and the commencement of a New Year.

In that great moment was born the Resolution Habit. It has been in vogue ever since, it has survived all these ages. The early Romans were pretty good as strong arm experts and empire builders, but they had one little fault—they tended towards a trade union day. They first divided the Roman year into ten months, but, finding that the moon did not coincide with their monthly salary lists, they concluded that they would adopt the Greek method of lunar and inter-

calary months. A wise old Greek, named Julius, wrapped his head in a wet towel, rove a new point on his stylo and dug into the binomial theorem, finally coming to the conclusion that a year was about $365\frac{1}{4}$ days. With our modern methods of calculation and the assistance of the adding machine we have sort of beaten out poor old Julius for accuracy, as scientists tell us that a year consists of 365 days 5 hours and 48.39476 minutes. If anyone desires he can figure it out closer in reckoning his profits in the year's business! Though, as we have said, this accuracy is rather hard on old Julius, yet he lives in the calendar, since the month of July was baptised after him.

But, finally, the learned Pope Gregory XIII, got a cinch in the business and got the lunar cycle and the monthly stipend to evolve together. This was in the year 1577 and ever since, and for a good time before that, the commencement of every year has been made the period of Mighty Resolutions.

After a hectic finale of one year the glutton swears, with awful fervor, that no more will he systematically overfeed and tone up on pepsin. For a week he only takes a three-course dinner and then you find him making a God of his stomach once more! The individual of the quenchless thirst swears that the end of the year sees a cessation of his incessant bending of the elbow, but, alas, about the 7th of January we hear a heavy splash and a gurgle and we know that the resolution has evaporated—that Alphonse has fallen off the wagon!

A certain cynic once wrote that "Good Resolutions pave the way to Hades." While that sentence is paradoxical, there is something really pitiful about this resolution business. If we have to make some change in our nature, our habits or our business, any change for the better, any moment is good enough to bring that resolution into force. It is not necessary to wait for the last moment of Old Pope Gregory's calculations; bring it into force immediately.

Yet, at the same time, we do not gibe at the resolution habit—only let them be logical sorts of resolutions. The implement dealer can look back over the business in 1912, and can see little flaws here and there, and little issues which he did not consider—issues that finally cost him money. Experience teaches—and with experience should walk resolution.

There is a perverted type of individual who makes a resolution at New Year and whether it be the changing of a habit or the practice of a virtue they go on the same old way; yet such is their remarkable mental make-up

that they are ready to swear that they "stick like glue to their New Year resolutions."

Nay, the little harmless resolves that we may make to our souls are best, the thoughts that come to us unchidden towards the end of a year; the thought to try and make life a little happier for those around us, to help the lame dog across the stile when we meet him. Loud-mouthed, blustering resolutions to do the well-nigh impossible are but froth; the best kept resolutions are the silent ones we whisper to our souls.

One of the bravest souls who ever saw the gray dawn filter across the sky on the breaking of a New Year was Robert Louis Stevenson, the writer.

Haggard, coughing away his wasted lungs, he wrote his courageous philosophy, that, even to read, shames some of us who, strong and well, rave against life and circumstance.

At one of the darkest days in his invalid life Stevenson wrote these words while propped up with pillows, weak, worn and emaciated, and the words apply to every single individual of us as a sermon for the New Year:

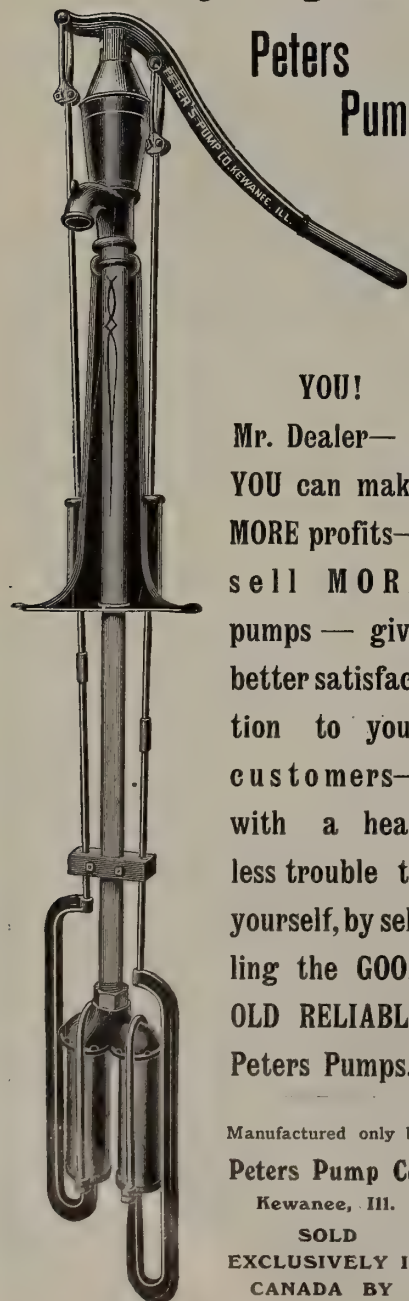
"To be honest, to be kind; to earn a little and to spend a little less; to make upon the whole a family happier for his presence; to renounce when that shall be necessary and not be embittered; to keep a few friends, but these without capitulation—above all, on the same grim condition, to keep friends with himself—here is a task for all that a man has of fortitude and delicacy. He has an ambitious soul who would ask more; he has a hopeful spirit who should look in such an enterprise to be successful. There is indeed one element in human destiny that not blindness itself can controvert: whatever else we are intended to do, we are not intended to succeed; failure is the fate allotted. It is so in every art and study; it is so above all in the continent art of living well. Here is a pleasant thought for the year's end or for the end of life: only self-deception will be satisfied, and there need be no despair for the despairer."

Everybody who knows much about advertising knows that as yet the best-informed knows only a part of the science of the business.

It's a poor excuse of a man who makes a specialty of starting a scrap between others.

The Only Original

Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps—give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

BEST SELLING SPECIALTY

Offered the Trade

LLOYD'S Handy Low-Down Suspension Spring Wagon Seat



The Lightest, Handiest, Cheapest, and
Most Durable Seat on the Market.
Affords protection from cold winds

Implement Dealers
will find this specialty a profitable side line. It appeals strongly to the farmer on account of its comfort. It is an easy seller and makes a wagon ride easier than a buggy.

For further information write the

Wawanesa Wagon Seat Co.
WAWANESA, MAN.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,
Factories: St. Louis, New York.
NICHOLSON AND BAIN, Agents,
WINNIPEG, MANITOBA.

A Traction Grubbing Outfit



Mogul Tractor Hauling Jumbo Plows

The photographic reproduction shown on this page is that of the I H C 45 horse power grubbing outfit. The tractor is the well known Mogul 45 horse power machine, which consists of a 2-cylinder opposed engine fitted to operate on kerosene. The engine, however, is designed that it can be operated equally well on distillate, naphtha or gasoline. A friction reverse is one of its features, while the rear axle is a live axle.

Attached to the Mogul we have two twenty-four inch John Deere Jumbo Grub Breakers. These grub breakers are built for heavy, stony or brush lands, and their design must necessarily be very strong so, as to stand the great strain in breaking rootbound earth or willow clumps, etc. This grub breaker turns a 24-inch furrow, cuts off all roots to depths of furrow throwing them out so that it is easy to clear the land. All the parts of the Jumbo Breaker are made of special high-grade steel, its beam, levers, lever ratchets, axles, etc., as is necessary when one considers the pull of a high power engine like the I H C Mogul. Instead of being made of one solid piece the plow beam is made on the laminated principle—three heavy flat bars being bolted together.

With the Mogul Tractor and a two-bottom Jumbo, land has been broken at the rate of nearly an acre per hour. This is good work when we think that this is not breaking level open prairie, but is turning under matted bush and scrub land where the tractor forces its way through undergrowth and scrub, ruthlessly turning over the root-bound earth and cutting all roots to the depth of the plowing—8 or 12 inches. It has been found in the scrub land near Winnipeg that the 45 horse power Mogul has plenty of power to go through the thickest kind of scrub taking with it two 24-inch Jumbos. In one district a farmer recently plowed up large poplar

stumps which individually would have taken a man nearly an hour to grub out.

The Mogul has little respect for rough ground and runs nicely and smoothly when traversing a very rough surface.

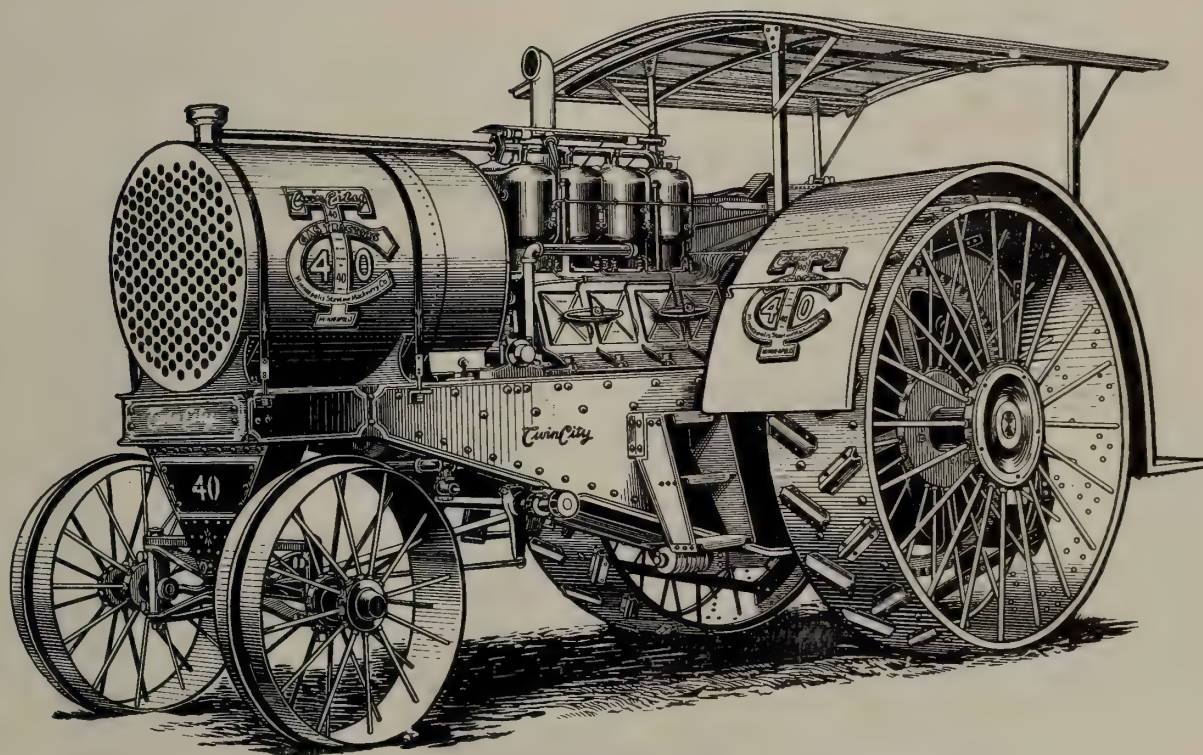
For two machines that combine wonderful efficiency with great strength, the grubbing outfit of the Jumbo Plow and Mogul 45 horse power tractor are hard to beat.

Cheaper Engine Fuel

Many automobile owners have become so in the habit of using high grade gasoline in their cars that they do not realize that in many instances one can use a cheaper fuel without readjusting the carburetor, and that it is possible to economize by purchasing a lower grade of gasoline. However, it is well to state that as a general rule, unless the carburetor be well hot water-jacketed, or the supply of hot air of goodly proportions, the lower grade fuel will not vaporize so rapidly as the

gasoline of higher test. An appreciable falling off of power will be the consequence, but this loss in many cases can be regained by enlarging the hot air pipe or by arranging the intakes to go out nearer the exhaust branch. It is said that the heavier carbon deposits have not been found to result from the use of cheaper gasoline, nor have experiments on various cars shown that overheating result. It certainly seems as though it would be good business policy to make an attempt to use this cheaper fuel. By that we do not mean that any great quantity be purchased at the start but merely a matter of a couple of gallons for testing purposes.

Time is said to be money, but as a rule the more time a man has the more money he requires.



The Twin City "40"

If you are open for a real dealer's proposition for a tractor that looks good—that is good—get the facts about the

Twin City Tractors

Built in Two Sizes

25 Tractive H.P.—40 Tractive H.P.

Let us show you the records that Twin City Tractors made in 1912. They tell of the success of scores of machines in the heaviest kind of work, in Canada, in the United States, in Mexico, Cuba and South America.

They have made good for their owners.
They have made profits for dealers.
They will make a reputation for you.

Write for Catalogs and an Agency Proposition

MINNEAPOLIS STEEL & MACHINERY CO. OF CANADA LTD.
REGINA, SASK.

Selling Prices and Profits

In the United States there is a body named the Cost Educational Association, which is composed of manufacturers, jobbers, retail merchants, trade papers and traveling salesmen. This body was organized for the purpose of improving business conditions in the retailing of agricultural implements, vehicles, and kindred lines—and for analysing the cost of doing business. It is obvious that no two businesses are exactly on the same basis, as to capital, equipment and expense. The percentage of expense in one cannot safely be applied in a totally different line of trade, yet the fact remains that every retail dealer, to carry on a profitable business, must know with absolute exactitude what his expenses are. By the location of every possible avenue for outgoing monies, the business man has the advantage that he can trace all his costs. The tables and principles laid down upon this page should be applied to any retail business with profit where such do not exist. A great deal has been said for and against the cost of doing business on the selling price vs. the buying or purchase price and many of these arguments have

only led to confusion in the brain of the retailer who sought enlightenment. In connection with this business, the Sales Managers Department of the National Implement and Vehicle Association of the United States met in Chicago, and, after considering the question fully, they gave their unanimous vote to the cost calculating system of the Cost Educational Association, as shown in their "Suggestion" pamphlets, from one of which the tables on this page are taken.

It seems, then, that in the interests of uniformity, and of the retail implement trade as a whole, that the sales managers of this implement and vehicle association are pursuing a good policy in giving publicity to this system. In referring to the question of costs, one of the tables gives a list of the several items which must be embraced in the yearly statement of a business and also the analysis of each of these items giving the various points which come under each different heading.

By subtracting your total yearly expenses from your total sales you find your profits. Then, applying this rule:

Rule

Divide Total Expense by Total Sales and the result will be your percentage of cost to do business.

Thereafter, having found this percentage, let us refer to the table for finding the selling price of any article. Regarding this data, apply the following rule.

Rule

Divide the cost (invoice price with freight added) by the figure in the column of "net rate per cent profit desired" on the line with per cent it costs you to do business.

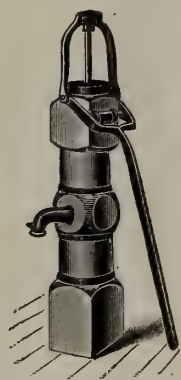
Example

If a wagon cost\$60.00
Freight 1.20
\$61.20

COSTS OF DOING BUSINESS

YEARLY STATEMENT

	\$	c
1. TAXES. Include all taxes and licenses.		
2. INSURANCE. Fire and all protection except life insurance.		
3. FUEL, LIGHT AND WATER.		
4. RENT. Include rent of all property used in the business, or if owned by you consider an amount equal to what it would cost if rented from others.		
5. SALARIES. Include amounts to cover salaries of proprietor, partners, officers or members of their families employed in the business, equal to what their services would command elsewhere, if not already on your pay roll.		
6. CLERK HIRE. Include canvassers and extra labor.		
7. ADVERTISING. Include all money expended in advertising, or entertainment of customers in promoting trade.		
8. EXPRESS, TELEPHONE AND TELEGRAPH. Include all amounts expended for these items where not added to invoice price of goods or charged to customer.		
9. OFFICE SUPPLIES, POSTAGE, ETC. Include all bills for stationery, ink, pens, pencils, postage stamps, etc.		
10. STORE SUPPLIES. Include all bills for wrapping paper, twine, boxes, crating, brooms, etc.		
11. LIVERY, DRAYAGE, ETC. Figure in all expenses of these items where hired of others.		
12. HORSES AND WAGONS. If owned by you figure all expenses of their upkeep.		
13. REPAIRS. This item should include all amounts paid to keep buildings in order if not figured in rent, also repairs on fixtures and equipment.		
14. DEPRECIATION. Include a proper deduction (some say 10%) from your last inventory of fixtures, tools and other personal property subject to decline in value because of wear and tear. Also depreciate goods carried over which cannot be sold at full or regular prices.		
15. DEDUCTIONS. Include amounts allowed customers for damage or any cause whatever.		
16. DONATIONS AND SUBSCRIPTIONS. Include money or goods donated to charity or public enterprises. (Private charities not included.)		
17. LOSSES. Include notes and accounts which are uncollectible, also amounts paid attorneys for collections, and goods lost or stolen or sent out and not charged.		
18. MISCELLANEOUS EXPENSES. Include all expenses not provided for above.		
19. INTEREST ON TOTAL INVESTMENT. Figure interest on your total assets at the beginning of your business year (cash, notes, accounts, merchandise, etc.). If this is done it insures your getting profits at least equal to interest had your capital been loaned instead of invested.		
TOTAL EXPENSE	\$	
TOTAL SALES		



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than
any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



Hail! Fire! Hail!

The Canada National Insurance Co.

HEAD OFFICE: SASKATOON, SASK.

Authorized Capital - - - \$500,000

FULL GOVERNMENT DEPOSIT.

Agents Wanted in Unrepresented Districts.

E. J. MIELICKE, Esq., President,
Dunburn, Sask.

C. W. BOLTON, Manager,
Saskatoon, Sask.

BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000,

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont.,
Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta.,
Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

TABLE FOR FINDING THE SELLING PRICE OF ANY ARTICLE

COST TO DO BUSINESS	NET PER CENT PROFIT DESIRED																					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	20	25	30	35	40	50	
15%	84	83	82	81	80	79	78	77	76	75	74	73	72	71	70	65	60	55	50	45	35	
16%	83	82	81	80	79	78	77	76	75	74	73	72	71	70	69	64	59	54	49	44	34	
17%	82	81	80	79	78	77	76	75	74	73	72	71	70	69	68	63	58	53	48	43	33	
18%	81	80	79	78	77	76	75	74	73	72	71	70	69	68	67	62	57	52	47	42	32	
19%	80	79	78	77	76	75	74	73	72	71	70	69	68	67	66	61	56	51	46	41	31	
20%	79	78	77	76	75	74	73	72	71	70	69	68	67	66	65	60	55	50	45	40	30	
21%	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	59	54	49	44	39	29	
22%	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	58	53	48	43	38	28	
23%	76	75	74	73	72	71	70	69	68	67	66	65	64	63	62	57	52	47	42	37	27	
24%	75	74	73	72	71	70	69	68	67	66	65	64	63	62	61	56	51	46	41	36	26	
25%	74	73	72	71	70	69	68	67	66	65	64	63	62	61	60	55	50	45	40	35	25	

You desire to make a net profit of 5 per cent

It cost you to do business 19 per cent

Take the figure in vertical column 5 on horizontal line 19 per cent, and we find that 76 is the number where the vertical and horizontal columns meet. Then:

76)61.2000(\$80.52

608

400

380

200

152

Therefore we find that the selling price of the wagon is \$80.52. And so, with any article, implement, etc., you employ the same rule, working from your profit desired and your percentage cost to do business, and dividing your total cost by the number at the point of intersection of the columns.

It is very essential that this cost of doing business must be reckoned with. The hit-or-miss principle in business is obsolete, and the cost of doing business, whether calculated on the purchase price or the selling price, is a fact that the retailer must consider if he wants to stay in business. Fundamentally, of course, no business can proceed if the selling price is less than the purchase price of the goods, yet we have to admit the fact that many retailers do not sufficiently consider all their expenses when they are figuring the price that they should place upon goods so that their sales may render them profits and not losses.

Another Automatic Plow

Mr. Albert Wyles, of Evesham, England, has devised a small motor-propelled plow which is said to promise considerable changes in agriculture. With a 4-horsepower engine this plow cuts a furrow nearly 6 inches deep at a speed well over 3 miles an hour. After the first furrow is cut the plow need only be started, and it will automatically cut the next furrow. The fuel cost per day is between 70 and 75 cents, it is said. The cost of horse plowing in the Evesham district ranges from \$3.15 to \$4.85 per acre.

The plow weighs about 700 pounds. A cultivator, somewhat lighter in weight, has also been designed for use among root crops and in orchards; this, of course, must be guided through the narrow channels.

Left Hand Steering

Of 140 leading makes of American automobiles on the market for 1913 approximately forty-seven are offering chassis with the steering wheel on the left side and with the brake and change-speed levers either operated by the right or by the left hand.

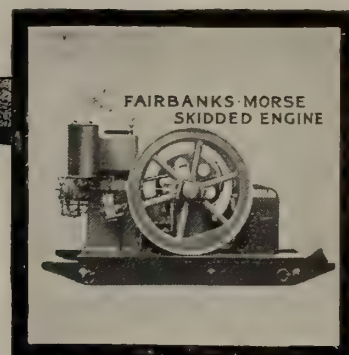
One year ago it was expected that 1913 would show greater leanings towards the leftside practice, but the developments of the past eight months have proven that some leading makes prefer to keep the steering wheel on the right. Although only 33 per cent of the different makes of cars list the left-side wheel, yet considerably more than this per-

centage of cars manufactured will be so fitted, as some of the biggest makers use it.

With the advent of the left-side wheel four or five years ago it was generally expected that the light cars would be pioneers in this design, and that years would have to pass before the higher-priced machines would fall in line. So far as the announcements for next year are concerned it is apparent the higher-priced makers are giving the question much consideration, and already new \$5,000 models six-cylinder cars have been announced with left steering. Some makers of high-powered machines who are bringing out smaller sizes, are putting the wheel on the left. It is note-

worthy that concerns using the left-side wheel in the past are adhering to it in their new models; in fact, there are not a few cases where carried-over models with right-hand steering are being converted into left-hand.

It is more and more apparent that left-hand steering is gaining at a pace not spectacular but wide-spread and certain. The value of left-handed steering in cities is acknowledged by all and should other states follow the course of Massachusetts in requiring motor cars on the left side it will mean that left-handed steering will have to be hurried on by many who are at present holding back, apparently halting between two opinions.



1913 will be a Record Season!

Are you linked up with the right line for this year? Selling Fairbanks-Morse goods you can back up our well-known guarantee with the full knowledge that in actual service the goods will exceed our claims.

A line that brings repeats because of the satisfaction it gives the buyer is a good line to handle, and will bring prestige as well as profit to your store. The quality runs right through the line, from the smallest pump to the giant tractor. This policy has made the name our greatest asset.

FAIRBANKS-MORSE

Write us if you are open to make a contract. We will be pleased to correspond with dealers in districts where we are not already represented.

"The dealer who handles the Canadian Fairbanks-Morse line gets COMPLIMENTS instead of COMPLAINTS."

The Canadian Fairbanks-Morse Co., Limited

WINNIPEG REGINA SASKATOON CALGARY
MONTREAL ST. JOHN OTTAWA TORONTO VANCOUVER VICTORIA

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30 and 30-60 H.P.
Gasoline Engines, all Types, Portable and Stationary, 1 to 500 H.P.

Binder Engines, adapted to all makes of Binders
Marine Engines, 2 and 4 Cycle, 1 to 6 Cylinders
Hand and Power Pumps for every purpose
Truck and Pitless Wagon Scales



New Emerson Catalogues

We reproduce views of three new catalogues published by the Emerson-Brantingham Company, of Rockford, Ill. The three publications are well got up and are

The low-down spreader reduces the work of loading greatly, the top of the box only being about waist high. This means that, compared with the higher types

steel beater, with chisel teeth; fifty-inch drive wheels, with large spokes and wide tires; special apron construction.

The main frame and all other parts, except the sides and apron slats are of steel. The main frame is steel trussed and braced, and is

made of three-inch, five-pound steel channels.

The worm feed method of driving the apron makes use of a special Hindley type of worm. This is a curved worm gear, which is larger on the ends than at the centre, and allows three or four of the cogs to lie in mesh at all times. This type of worm gear has given long service, whereas the ordinary type of straight worm will last but a few sea-

sons. This worm is covered with a housing and runs in oil, making it practically dustproof.

Emerson grain drills are admirable in all that is claimed for them. They give very efficient results and spread the grain evenly and uniformly. While Emerson Hay Tools have a wide popularity, their mowers, tedders and side delivery rakes give good results with clover, timothy or alfalfa.

In alfalfa the Emerson Gearless Loader has been found to give good results, as has also the Emerson Sweep Rake. From a practical standpoint these three catalogues should be of considerable value as an addition to the library of the retail implement dealer. Write any branch of the Tudhope, Anderson Co., for them.

Golf

The game of golf, which usually becomes virulent about the spring of the year, is a brutal pastime, in which a full grown man beats an inoffensive white ball about 1-100th of his size around a refined and beautiful cow pasture with an iron-headed club.

There is seldom any excuse for this cruelty. It is not done in self-defence, for the ball does its best to escape, and will often crawl in-

to a thicket and hide for hours, during which time its relentless owner will hunt for it, savagely emitting the most blood-curdling language. There is no more shocking sight than that of a golfer knocking a ball hundreds of yards at a stroke, pursuing it with grim energy in order to get another soak at it, addressing it in the most hostile terms, and alluding to it with loathing when it finally falls, gashed and mangled, into the creek, and sinks to rise no more.

The reason for all this hatred is a mystery until we learn that each one of these balls costs 75 cents. But even at that the golfer should beat the dealer, and not the ball.

Golf was imported from Scotland about twenty-five years ago, and has become a great blessing; tearing prosperous business men away from the throats of their rivals early in the afternoon, and giving the common people a chance to save a little money while captains of industry are hunting for a golf ball. The object of the game is to herd the ball into its hole in less strokes than the other fellow, which entitles the victor to take his rival's ball with a low gurgle of triumph. It costs about \$11 a day to learn the game, payable in American golf balls and Scotch high balls.

George Fitch.

The Maxims of Meyer Rothschild.

The following twelve maxims formed part of the will of Meyer Anselm Rothschild, the founder of the great banking house of Frankfurt:

Seriously ponder over and thoroughly examine any project to which you intend to give your attention.

Reflect a long time, then decide very promptly.

Go ahead.

Endure annoyance patiently, and fight bravely against obstacles.

Consider honor a sacred duty.

Never lie about a business affair.

Pay your debts promptly.

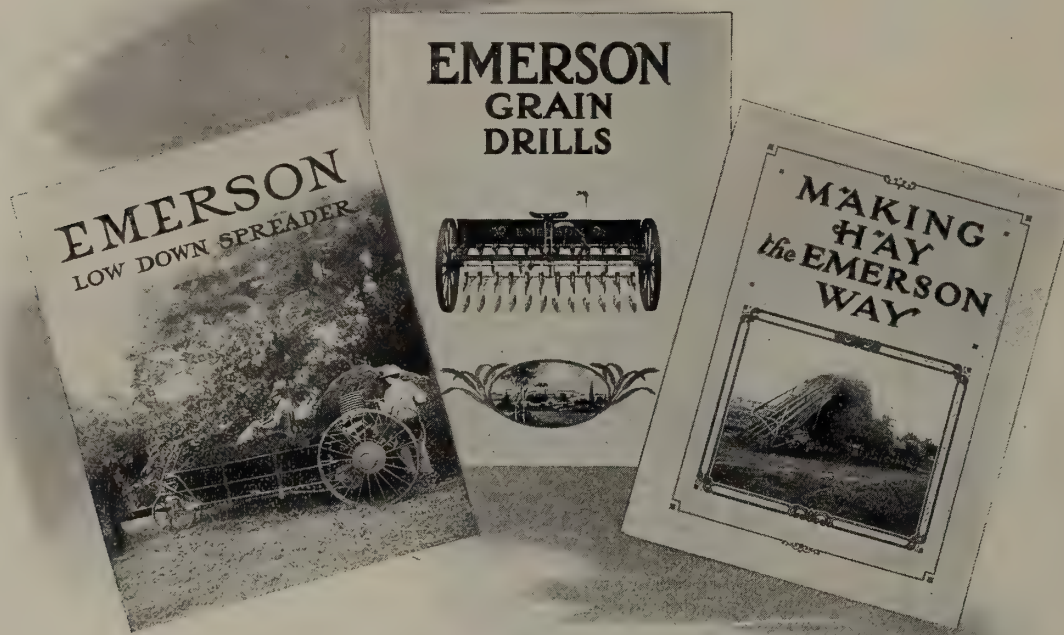
Learn how to sacrifice money when necessary.

Do not trust too much to luck.

Spend your time profitably.

Do not pretend to be more important than you really are.

Never become discouraged; work zealously and you will surely succeed.



profusely illustrated, while the color-scheme of their covers is particularly tasteful. These three catalogues deal with the Emerson Low Down Spreader; Emerson Grain Drills and "Making Hay the Emerson Way."

of manure spreaders, this is a great labor saver, since the manure need only be raised half as high on the fork.

The main feature of the machine are: Practically all steel; wound gear apron drive; solid



"Milestones" on the open road are scarcely more plentiful than Ford service stations. It's the one car that has a world-wide service system—a world-wide reputation—and is produced on a scale large enough to satisfy a world-wide demand.

Every third car is a Ford. Nearly 180,000 have been sold and delivered. New prices—runabout \$675—touring car \$750—delivery car \$775—town car \$1000—with all equipment, f.o.b. Walkerville, Ont. Get particulars from Ford Motor Company of Canada, Limited, Walkerville, Ont., Canada.

Man and Invention

Most of us would say, off-hand, that only since the commencement of the present century have we seen the most rapid strides in invention and discovery. Yet this is a mistake, for if we analyse the last twenty-five years of last century, from, say, 1875—1900 we will find that most of the important inventions of modern times took place during that quarter of a century.

To consider a few of the inventions during that period, we have the typewriter, the telephone, the phonograph, the electric glow lamp, the linotype machine, the steps that heralded our modern printing machine. The first real efforts in wireless telegraphy and in the Roentgen or X-rays also fall beyond the commencement of the present century. In the farm implement industry we have the self binder, the gang plow, and many other important inventions, also many radical advances in iron and steel.

We must not assume, however, that the pace of invention has eased off; it has merely gone to the production of more minute details and the production of minor inventions. It seems to us that the next great discovery will happen in the field of chemistry or of medicine. We are waiting for the perfect electric storage battery and by its means the world of flight and mechanical movement will be revolutionized.

In the medical field thousands of poor sufferers from cancer and consumption should yet find relief—and, as well as those dread diseases, there are a host of others that the skill of the surgeon and the chemist can, as yet, do naught against.

What a wealth of romance lies beneath the invention and discovery of things, and the spirit of the inventor is as the spirit of the pioneer.

Of the inventor, the words of the poet Kipling apply, when he sang:

"If you can dream and not make dreams
your master;
If you can think, and not make
thoughts your aim;
If you can meet with triumph and
disaster,
And treat these two imposters just
the same."

The great inventors of the world have always been the world's greatest dreamers, but from the filmy fancy of their dreams they wove great practicalities. It is the combination of dreaming and doing that makes the inventor, the vision to look into things and the faculty to do

them. Many men were as good navigators as Columbus, but none dared risk his dream that the world was not flat but round. Many men were as competent mechanics as George Stephenson, yet only he had the vision that let him see the steam engine coupled to locomotion. And careful and insistent thought is essential to invention, so how often do we find that the man who makes some great invention is bringing his genius to bear on that with which his life work may be at entire variance. Such men are thinkers, dreamers; they have the vision that lies beyond the man who operates the clumsy machine that the power of their thoughts makes absolutely obsolete.

The inventor is an enthusiast,

even as is the discoverer of the unknown land. Indeed so enthusiastic has the inventor usually been, so persevering, that the world usually scoffed at his visions and said that he wasted time through mere idleness. And the way of the world has ever been to relegate the attics to genius and the fools to the drawing rooms.

Away in the mists of time lie hidden the personalities of many inventors. Can we tell, for instance, the name of the Celestial who had the genius to produce the magnetic compass. The Egyptian Pyramids give us the certainty of the colossal efforts and genius of the men who engineered these mammoth mausoleums, their names are unknown to us and always will be.

Who made the first loaf of

leavened bread; who first got the idea of turning milk into butter? Years ago a Chinaman produced the first piece of porcelain, but we know him not nor the man who first found that a taut, vibrating string gave a musical note.

We can embalm today after a fashion, but as we regard those denizens of Ancient Egypt, who stand in our museums, we realize how little we know.

Men labored first in Asia, then in Northern Africa, then in Gaul, Greece and Rome, and on and on to America where today we manufacture machinery driven by all the powers known to mankind.

Yes, genius is a gift of the gods, the flash of scintillating vision that radiates through the limited vision of our mental powers, the gift given men by Providence so that they may benefit mankind!



Sawyer-Massey

at the

Dry Farming Congress

LETHBRIDGE, OCT. 21-26, 1912

**We did our best to uphold the
Maple Leaf**

Adjoining the exhibition grounds we gave practical demonstrations of what Sawyer-Massey Canadian Power Farming Machinery could do in the field.

Let us tell you what our Canadian machinery will do for you. Write for free catalogue and traction farming information, or get in touch with our Dealer in your town.

Sawyer-Massey Co.

Limited

Factories - Hamilton, Ont.

Western Branches:
Regina, Sask. Winnipeg, Man.

Brandon

The Grain Growers' Association are to hold their Annual Convention in Brandon, January 8, 9 and 10.

Collections are very backward, the percentage being much below last year at this time, and the prospects for future payments are very poor.

Brandon Bonspiel dates are fixed for January 27 to 31. We hope to have 100 rinks represented. There will be 12 sheets of ice available.

Mr. J. C. B. Inkster, sales manager of the Cockshutt Plow Co., Brandon, spent a few days in Winnipeg lately on business in connection with the firm.

John Vasbinder, local manager for the Geo. White & Sons Threshing Machine Co., of this city has left for London, Ont., to attend a meeting of directors.

The Dominion Government have let the contract for New Horse Barns at the Experimental Farm. The work to commence as early as possible in the spring. Cost about \$8,000.

J. M. Thompson, manager for Western Canada for Beatty Bros., of Brandon, left there immediately after New Year for the East. He will visit the headquarters of his firm at Fergus, Ontario.

The C.N.Ry. are erecting new freight sheds to cost \$10,000 on 9th Street, between Lorne and Louise Avenues, which will facilitate the handling of the increasing freight business to a very great extent.

With the continued fine weather the contractors for the Winter Fair Arena have been able to complete the brick work, and it will be completed and ready for occupation in a few weeks.

One of the very best banquets ever held in the city was given to Mr. J. D. MacGregor (who has so

recently carried off all the best prizes for cattle at the Chicago Winter Fair) at which His Honor Lieut.-Governor Cameron and other prominent Winnipeg gentlemen were present.

The first dressed poultry exhibition ever held in Manitoba took place on the 12th. December, in the City Hall, at which there were large exhibits from all parts of the province. The show was admitted by everyone to be a very creditable one for a start.

Dennison Bros., the well known livery firm are now occupying their new automobile garage. It is on 7th Street, North of the Fire Hall and is very centrally located. They intend to put in a full equipment of machinery with competent men to handle everything in the automobile business.

The substantial growth of Brandon is shown by the great increase in the rateable assessment for the last 12 years. In 1900 the total amount was \$2,130,843, and in 1912, \$11,626,760, or an increase of \$9,495,917; and for 1913 it will show a considerable increase.

The following money By-laws were rated in and passed by a very large majority at the recent municipal elections. Namely:

For school purposes . . .	\$125,000
For Summer Fair	50,000
For Improvements to City Hall	12,000
For purchasing land for Car Barns, etc.	17,000

The crop reports sent from the Brandon district this last season were very misleading, the best proof of same being the small amount of cash paid in notes and open accounts. The yield was much less than expected and the price from 15 to 20 cents per bushels less than last year. This accounts to a great extent for collections being in their present state.

The Canadian Oil Companies Ltd., have decided to make Brandon a large distributing point for their goods. Their intention is to erect a large warehouse and they have already placed an order for six storage tanks. They also intend to distribute large quantities of their paints at this point, and it is quite possible that a paint factory may be erected in the near future.

A Living from an Acre

The management of the Panama-California Exposition, which will be held at San Diego in 1915, is undertaking a rather novel experiment, inasmuch as they wish to prove that a living can be made off very small areas.

A section of the exposition will be laid aside for those "small" farmers, who will be named the "Little Landers."

A tract, a dozen of which might be found within Balboa Park, has been set aside for this demonstration. There the visitor will find "farms" of one, two and three acres in extent, each with its home, its dependent family, and these families will be living there just as thousands of small home owners in that state are living, with no other source of income than from the tiny patch of land. While residing in the heart of the exposition grounds, they will be as entirely dependent upon the resources of these little tracts as are the many families in the state having no other resources than their insignificant land holdings.

Such "Little Landers" are found all over California, and they constitute the backbone of many communities. It is the intention of the management of the exposition to show what men can do if they apply brain and muscle to natural resources, however

small the area, and they contend that this is not possible only to California but can be done anywhere in America or in any country where humanity is making progress.

Loans on Farmers' Grain

We have received a copy of Bill 36, relating to "An Act respecting Banks and Banking" which has passed its revisal and its first reading on December 17, 1912.

There are many new additions to this Act, the most interesting to the agricultural and implement interests of Western Canada being Section 88 of the Bill.

We quote part of this section as read:

"A bank may lend money to any wholesale purchaser or shipper of, or dealer in, products of agriculture, the forest, quarry and mine, or the sea, lakes and rivers, or to any wholesale purchaser, or shipper of, or dealer in live stock or dead stock and the products thereof, upon the security of such products, or of such live stock or dead stock and the products thereof.

(2) The bank may lend money to a farmer upon the security of his threshed grain (of any kind) grown upon the farm.

(3) The bank may lend money to a rancher upon the security of his cattle.

Subsections (2) and (3) are new additions to the laws referring to Banks and Banking and, if passed by the Government, should be a great boon to the farmers of the West. By this means the farmer will have a source of raising money which he has not had heretofore, while the implement dealer will have an opportunity of getting his money at an earlier date than was possible under the old reading of the Bill.

Stewart Clipping Machines

Sell Fast During

February, March and April

They Yield a Good, Quick Profit

No horse clipping machine ever made sells so fast or gives such good satisfaction as this

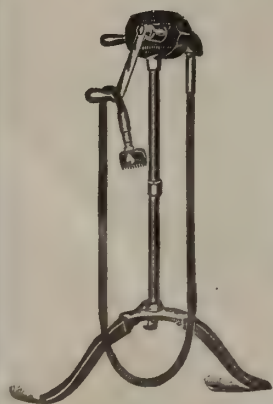
Stewart No. 1 Ball Bearing Machine

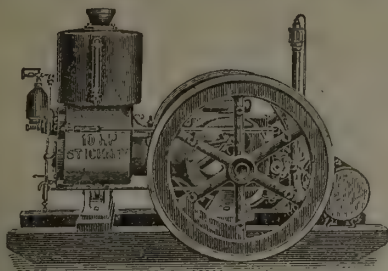
Your jobber
has them

List for Canada, **\$9.75**

Write for free
advertising matter

Every machine sold under a positive guarantee that it must please your customer or money refunded, including transportation
Chicago Flexible Shaft Company, 237 Ontario St. Chicago, Illinois





Mr. Dealer

We wish you a happy and prosperous New Year. If you handle our line of Farm Machinery during 1913, there is every reason to believe that you will be both happy and prosperous. The satisfactory service our Machinery will give your customers will surely make you happy by eliminating complaints and

trouble. Our line has a well established reputation for high quality, and therefore sells readily, meaning greater profits for you.

We manufacture and deal in—

Windmills for pumping and driving machinery.

Chapman 2 h.p. Gasoline Engines. The best engine on the market for light work.

Stickney Gasoline Engines, Stationary or Portable, 1½ to 20 h.p. The simplest and strongest engine for all-round farm use. Works equally well in the hottest and coldest weather.

Toronto Grain Grinders and Roller Crushers.

Canadian Steel Frame and Pole Saw. Latest and most improved saw on the market.

New Chapman Well Drills. Drill wells of any size and depth.

Dempster Well Augers, made in sizes from 12 to 36 in. in diameter.

We also carry a complete line of Aylmer Pitless and Truck Scales, Pumps, Tanks, Troughs, Pipe and Fittings, Well Casing, Brass, Iron and Porcelain-lined Cylinders, Eureka and Deep Well Cylinders, Hydraulic Rams, Belting, Hose, Cow Basins and Stanchions.

Write us today!

Ontario Wind Engine & Pump

Company, Limited

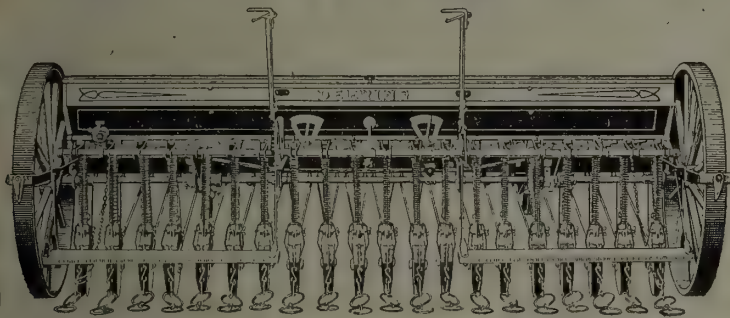
Toronto

Calgary

Montreal

Winnipeg

Sell Deering Drills



Deering single and double disk, and shoe drills, are more nearly suited to conditions found on Western Canadian farms than any other drills in the Dominion.

They have been carefully built to meet all soil conditions peculiar to Western Canada and the makers have been unusually successful in turning out a line of drills which has taken quick and strong hold on the good will of the Western Canadian farmer.

There is a consequent and steady demand for Deering drills.

The steady demand signifies that those who handle this line are reaping substantial benefits every year from their sale. Why not become a profit sharer?

You can become one by taking the agency for Deering drills.

Your profits will increase in proportion as your customers increase in number.

Think this over. Write the nearest I H C general agency or direct to us for full information and terms.

Western Canadian Branches

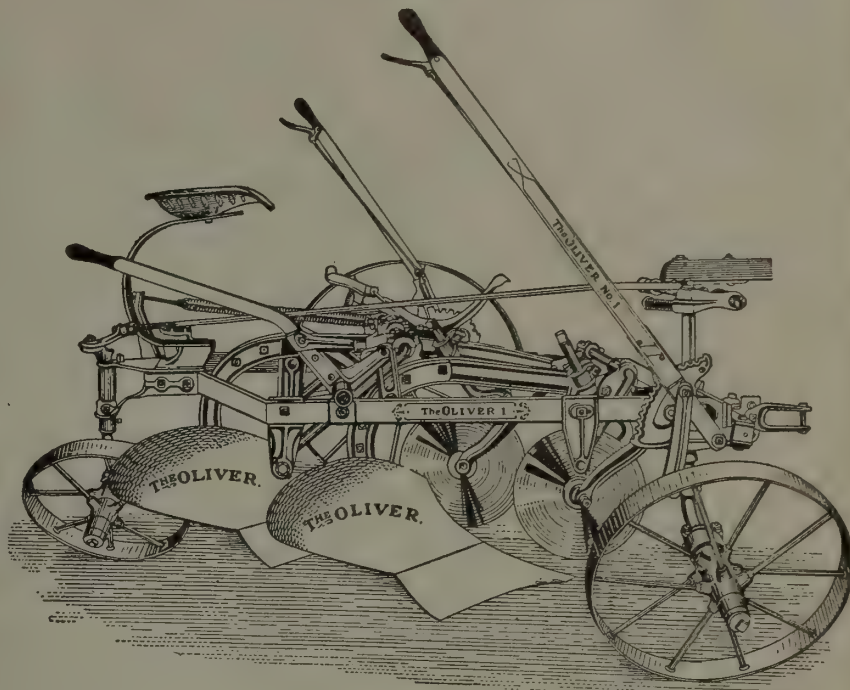
International Harvester Company of America

(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

Why Oliver Plows Sell!

OLIVER NO. 1 GANG



Oliver No. 1 Gang (high lift)

¶ The plow shown in the illustration, the Oliver No. 1 Gang, has many points to recommend it to the farmer who desires a strong serviceable gang, one that will stand up for years under the hardest kind of work. On this gang the horses can be driven four abreast without any of them walking on plowed ground. The hitch is adjustable for any sized team.

¶ The beams are landed and the amount of landing can be changed at will. The beams are hung on bails, the shorter bail being in front, so that the plow more quickly penetrates hard ground.

¶ The driver's weight is used both

in raising and in lowering the bails. A series of Oliver plows designed for use in Western Canada, of which the No. 1 gang is one, includes walking plows, three-wheel sulky, walking gangs, gang plows, and tractor gangs. There is a plow in the group for every condition that confronts the farmer in this territory. Because every Oliver plow is built to do its work in the best possible manner and because the line includes plows made to do every kind of plowing, Oliver plows are easy to sell.

¶ Catalogs and full information about Oliver plows for your locality will be furnished by the nearest branch house.



Field Scene No. 1 Sulky

Sold exclusively in Canada by

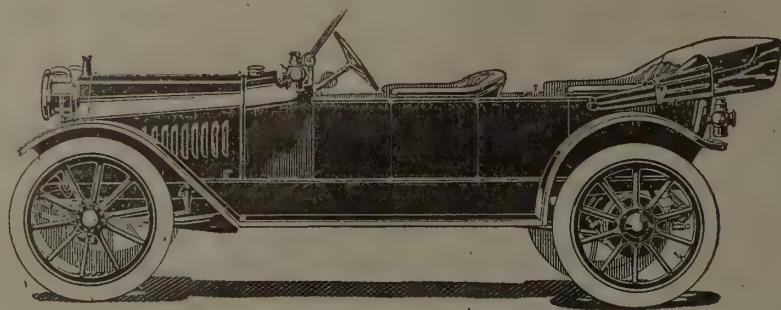
International Harvester Co. of America

(Incorporated)

Western Canadian Branches

Brandon, Man.
Calgary, Alta.
Edmonton, Alta.
Estevan, Sask.
Lethbridge, Alta.

North Battleford, Sask.
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Yorkton, Sask.



AS ABOVE
5-Passenger

Hupmobile

AS ABOVE
\$1,225.00

We have an additional new member added to the Hupp family. A big boy—126 inches long—carrying 6 passengers comfortably and wearing 33 x 4 boots, valued **\$1,500.00**, and a dandy little fellow (a worker) as pictured below, capable of delivering all kinds of parcels every day in the year with dispatch, **\$1,225.00**.



Simple diet for Hupp family—gasoline as called for, and sufficient oil to keep them quiet. If directions are followed, you will never hear a murmur from any of them.

Prices F.O.B. Winnipeg

JOSEPH MAW & CO. LIMITED
WINNIPEG, CANADA

The Central Canada Insurance Co.

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INSURANCE AGENCIES, LIMITED.

GENERAL AGENTS:

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FIRE INSURANCE

LIVE STOCK INSURANCE

HAIL INSURANCE

Written under Policies free from harassing conditions.

We give the best possible Insurance Service at the lowest possible cost.

Our organization is the best in Western Canada for giving such service.

That the public recognizes and appreciates the service we give is shown by the remarkable increase in our business from year to year.

If placed with us your insurance will be carefully attended to. We devote all our attention to the needs of our home field—Western Canada.

Any information desired will be furnished on request.

JOS. CORNELL,
General Manager.



The "IDEAL" Line For Farm Trade

Handle Goods that have been approved by Farmers for many years past. Then you're sure of gaining prestige as well as profit. The G. S. & M. "IDEAL" line is known Canada-wide.

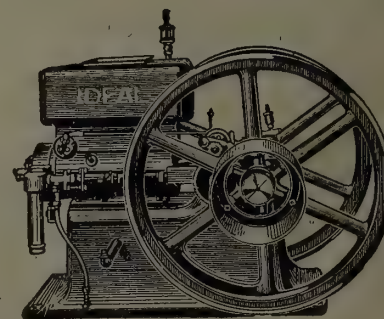
"MAPLE LEAF" GRAIN GRINDER

We are a big factor in the manufacture of grain grinders in this country and have thousands of satisfied owners. There is no grinder on the market similar to ours. All wearing parts are lathe-turned, hopper is of extra capacity. Made in 6, 8, 10, 11, 13 and 15 inch sizes to run on a minimum of power.

"IMPERIAL" PUMPING WINDMILL

This mill beat the world in competition at The Royal Agricultural Society's trials in England, also in South Africa. It pumped 90% more water than the second prize winner, which was the same size. Won by special self-governing and self-braking features, economy in upkeep and reasonable price. The "IMPERIAL" is the mill for you to sell.

"IDEAL" HOPPER-COOLED ENGINE



A first-class gasoline engine at a moderate price. The greatest fuel saver in the engine world. Fitted with several new features of our own patented design, it proves the best power provider to sell the farmer.

Built stationary or mounted, from 1 to 50 H.P.

BRANTFORD SAW

Noted for strong construction and capacity for work. All-steel frame, heavy iron guard over saw blade, adjustable dust-proof oil boxes. Made for cordwood or poles.

We will mail booklets on any or all of these lines on request. Write for our proposition to dealers

GOOLD, SHAPLEY & MUIR CO., LIMITED

Manufacturers of

"IDEAL" GASOLINE TRACTORS "IDEAL" HOPPER-COOLED GASOLINE ENGINES "MAPLE LEAF" GRAIN GRINDERS
WINDMILLS AND PUMPS OF EVERY DESCRIPTION WOODSAWING OUTFITS, ETC., ETC.

"Imperial" Pumping Mill

WINNIPEG

REGINA

CALGARY

CANADIAN FARM IMPLEMENTS

VOL. IX., No. 2.

WINNIPEG, CANADA, FEBRUARY, 1913.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents



UNION BANK OF CANADA

Established 1855

HEAD OFFICE - - WINNIPEG

Paid-up Capital.....\$ 5,000,000
Reserve and Undivided Profits.....3,300,000
Total Assets, over.....69,000,000

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This Bank, having over 290 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg Branch: D. M. NEEVE, Manager; F. J. BOULTON, Assistant Manager.

Stickney Gasoline Engines ARE THE BEST

No. 95

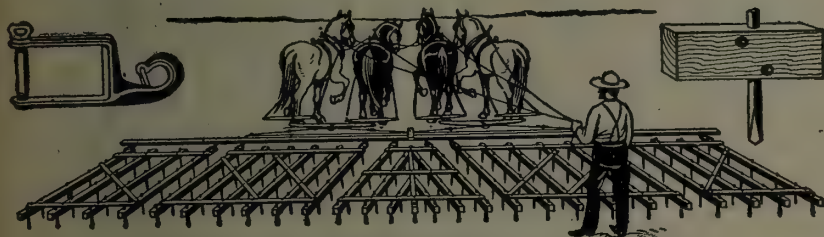


What Have You?

A Lake has water—a clock has works—a barn has doors, and the brainy man has a STICKNEY engine. Get yours today.

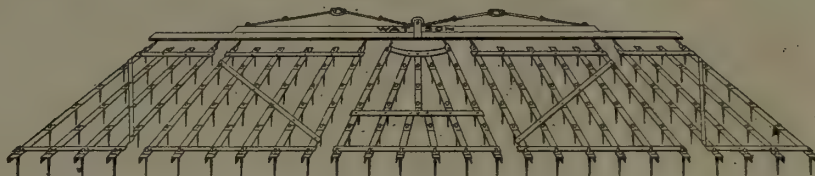
Ontario Wind Engine & Pump Co. Ltd.
TORONTO - WINNIPEG - CALGARY

WATSON'S are the Real "Boss" Harrows



WATSON'S BOSS WOOD HARROW

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design, possessing exclusive features that make them easy sellers.



WATSON'S STEEL BOSS HARROW. Tooth bars are of angle steel, cross bars all channel steel. Teeth are held individually by steel wedges, are dagger shaped with the edges directly in line of draft. Are fitted with a pulley hitch evener. Light draft—24 feet in width.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG



FOR LIGHT POWER 2-4 H. P. ENGINE USE ONLY A Fleury "Little Wonder" Grinder

"Please rush two 'Little Wonder' Grinders. The 'Little Wonder' Grinder is giving the best of satisfaction, and it looks as though we might sell a nice lot of them. I sold one to-day with a 3 H.P. engine.

(Signed) W. C. COWLEY."

J. Fleury's Sons, Aurora, Ont.

Medals and Diplomas at World's Fairs, Chicago and Paris.

JOHN DEERE PLOW CO., LTD.

Sole Agents

WINNIPEG, REGINA, CALGARY,
EDMONTON, SASKATOON, LETHBRIDGE

The Dominion Bank

HEAD OFFICE: TORONTO

Capital authorized \$10,000,000

Capital paid up 4,900,000

Reserve funds and undivided profits 6,500,000

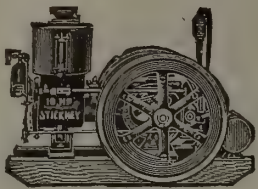
Agents and Branches throughout Canada
A General Banking Business transacted
Special attention given to Savings Accounts

Savings Bank Department

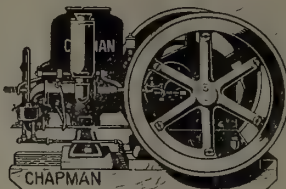
In connection with each Branch.

Winnipeg Branch:

F. L. PATTON Corner Main and G. R. HERON
Manager McDermot Ass't Manager



STICKNEY



CHAPMAN



STICKNEY

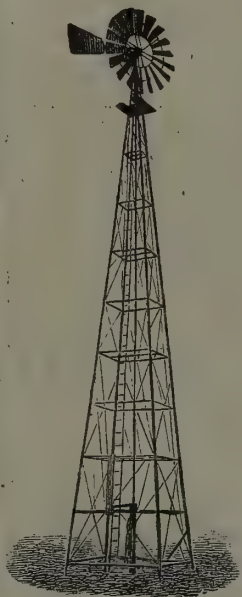
DEALERS! Your attention for a moment. You should see the Ontario Wind Engine and Pump Company's Dealers' and Manufacturers' Co-operative Agreement. It is CO-OPERATIVE. Our Agreement takes with it a larger profit, quicker delivery and a campaign that will not only meet Catalogue House competition, but will beat it to a frazzle.

Profit and your reputation you must keep. Quality and service you must give your customers. This is where we co-operate. We give you the quality and the price. You keep the profit and give the service.

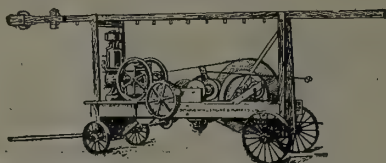
Write to our nearest house at Montreal, Toronto, Winnipeg, or Calgary. You owe it to yourself to see this agreement.

Ontario Wind Engine & Pump Co., Limited

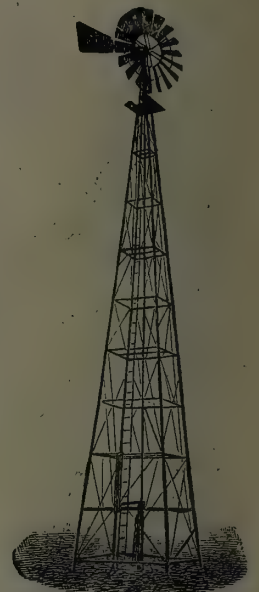
Montreal Toronto Winnipeg Calgary



TORONTO



CHAPMAN WELL DRILL



TORONTO

The McCormick Binder

The farmer is the supreme judge of the efficiency of the binder. His decision determines the extent of the success of any farm machine. The large number of McCormick binders in use all over Canada is the most convincing proof that can be offered of their superiority. The McCormick binder is designed by men who know the requirements of the Canadian harvest field—it has made good with Canadian farmers—its reputation is a valuable asset for the dealer.

All binders are more or less alike. However, there are several features that have an influence on the efficiency and satisfactory service of a machine. The farmer of today wants more than a machine that will cut and bind his grain. He demands a binder that is simple in construction, easy to operate—one that will harvest his grain under all conditions.

The McCormick binder is simple in construction, is easy to operate, and



WILL HANDLE GRAIN UNDER ALL CONDITIONS

whether it be short or tall, even, lodged, tangled, or full of green undergrowth. It will cut, elevate, and bind very short grain without accumulating between the guards and platform canvas and jarring off in front of the guards. The cutter bar is designed so that the guards are almost on a level with the top of the platform canvas, and as a result of this construction, extremely short grain falls from the knife to the platform canvas without accumulating between the knife and the edge of the platform.

The McCormick binder is the binder that the Canadian farmers demand. It is therefore the binder to sell. See the I H C blockman, or write the nearest general agency for full information.



WESTERN CANADIAN BRANCH HOUSES

International Harvester Company of America
(Incorporated)

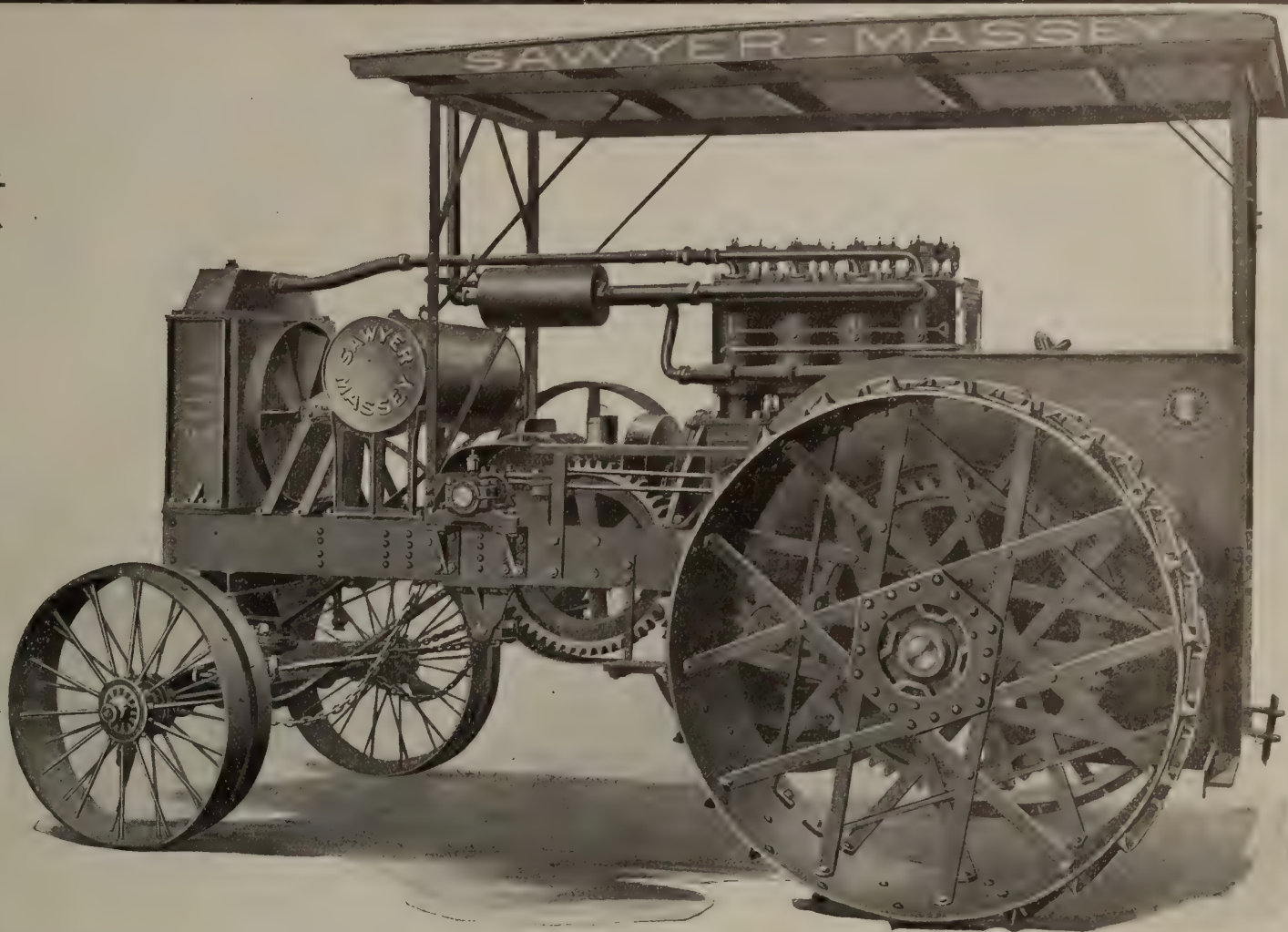
At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Yorkton, Sask.; Saskatoon, Sask.; Winnipeg, Man.

These machines are built at Hamilton, Ont.

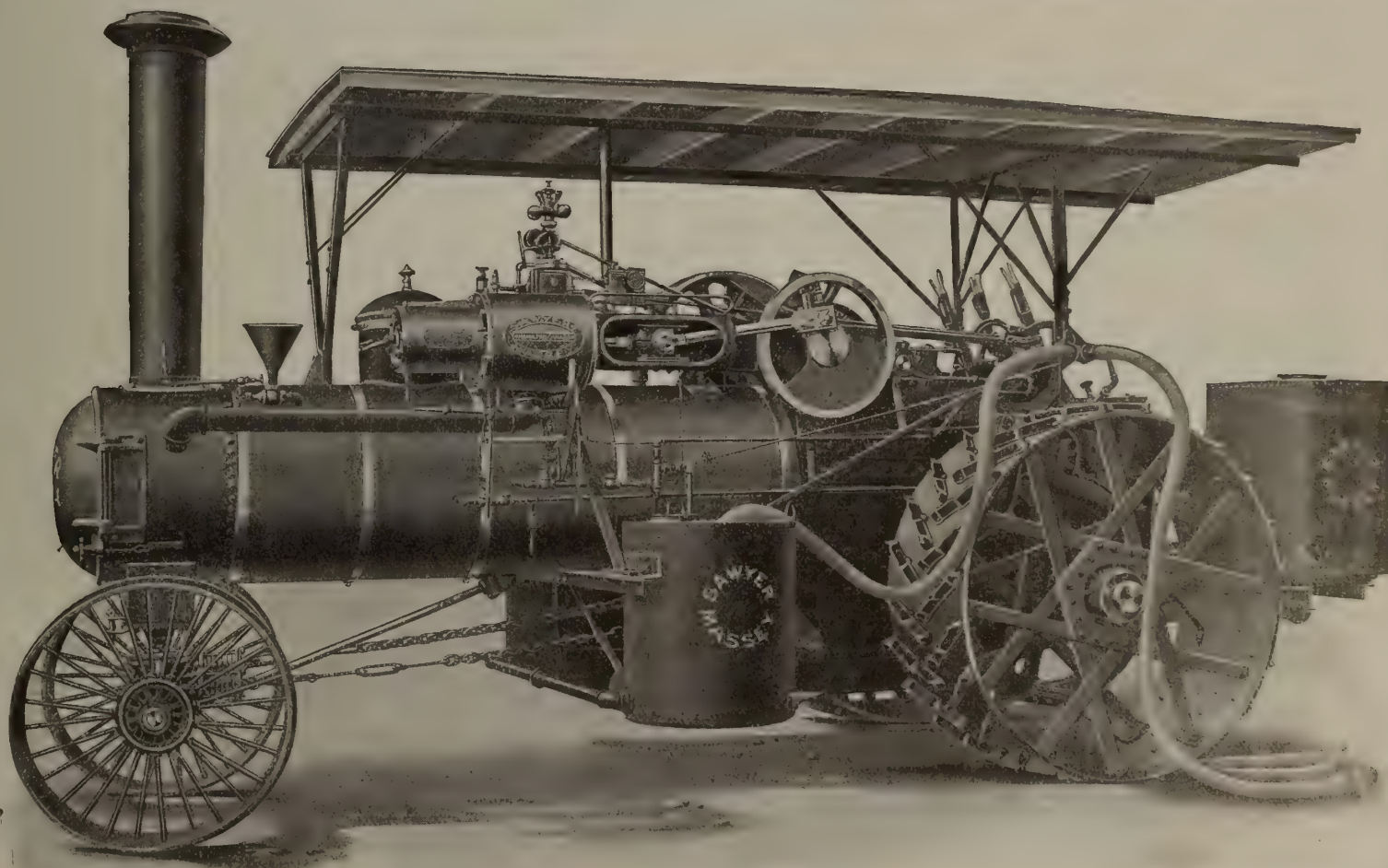
Mr. Implement Man

If you are just starting business—you should have the SAWYER-MASSEY line.

If you are an old established dealer—you can do a bigger business with the SAWYER-MASSEY line.



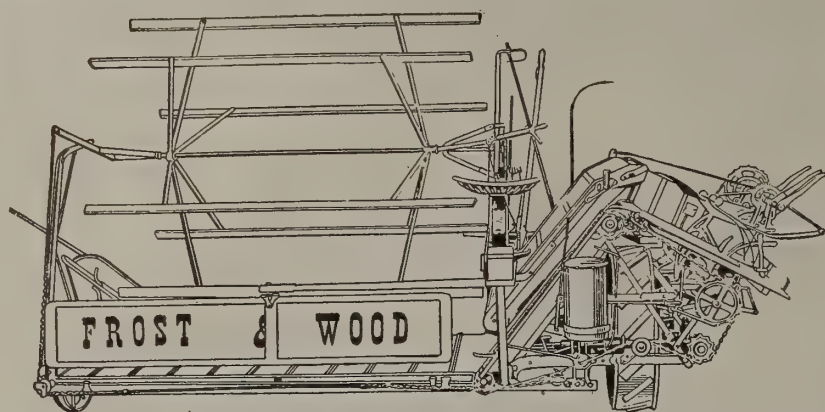
25-45 Horse-Power Gasoline Tractor



WRITE
US TO
WINNIPEG
MAN.
OR TO
REGINA
SASK.

Class C Compound Traction Engine Equipped For Plowing

Sawyer-Massey Company, Limited



The Rewards of Service

You are familiar with the high standard of Frost & Wood implements—you have seen their superiority demonstrated hundreds of times. You know and every other implement man and farmer in Canada knows:

That Frost & Wood implements have stood the test of service for seventy-four years.

That these implements have many exclusive features that make for long and efficient service.

That Frost & Wood implements are absolutely dependable.

That when sold they stay sold.

These are facts—proved—time after time.

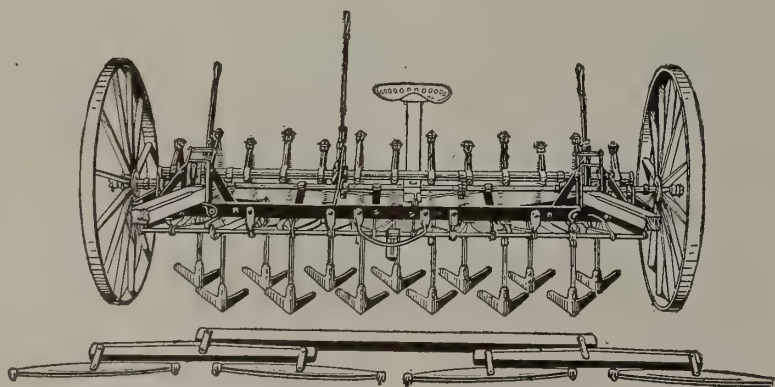
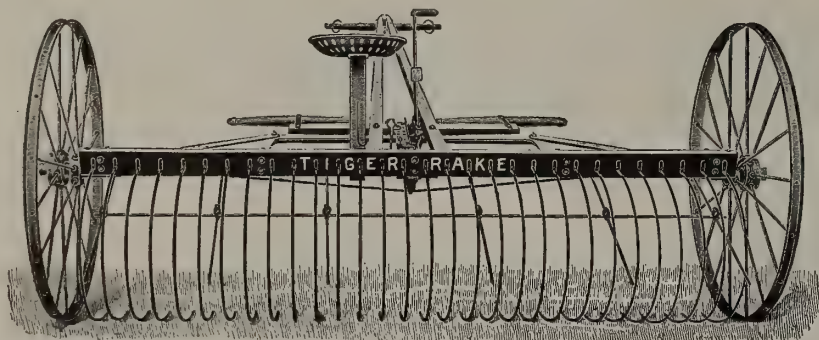
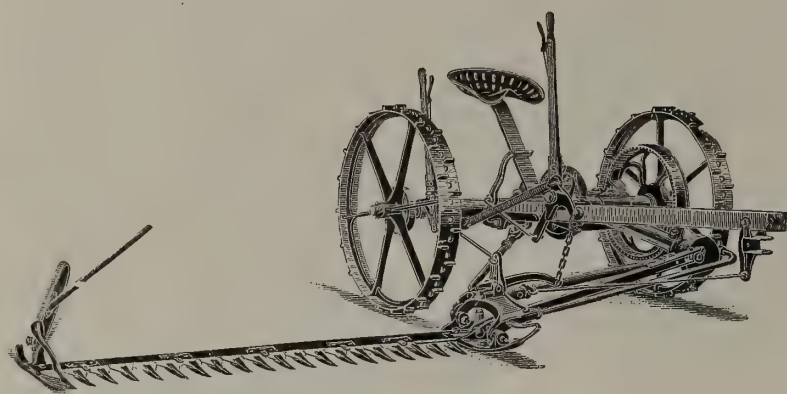
Considering this, then, is it any wonder that the Frost & Wood Line occupies an enviable position in the farm implement field—is it any wonder that dealers who handle this line are making a big success?

The rewards of service are sure.

The service Frost & Wood implements have given and are giving is making business for our dealers and pleasing customers everywhere.

Frost & Wood implements are good implements to sell—ask a dealer who sells them.

Frost & Wood implements are good implements to use—ask a farmer who uses them.

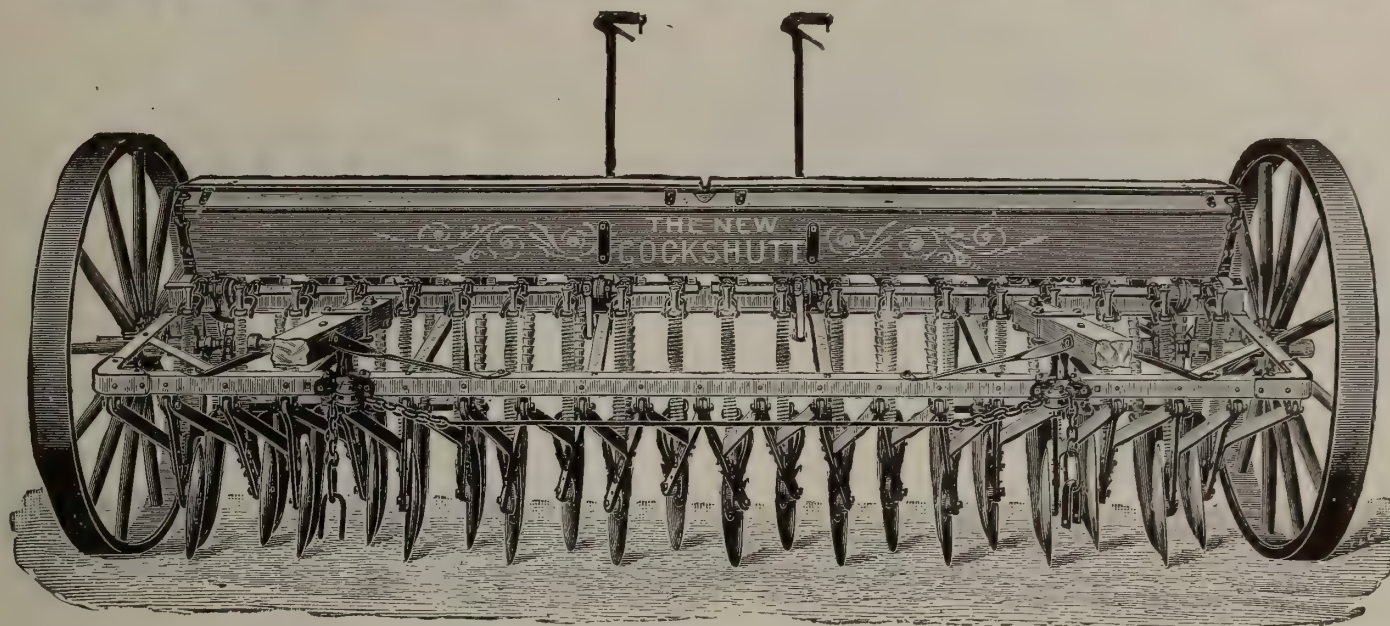


Cockshutt Plow Company, Limited

Western Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

There's a Difference in Drills and the Best Time To Learn about that Difference is Before You Contract To Sell a Drill



Don't think that all drills are alike; there are drills and drills. Their difference is important to you because the drill you sell will materially affect the size of the crops your customers harvest. Whatever benefits your customers, benefits you; hence, it is well to select with discriminating care the drill you are to sell. Below we will point out a few features of the Cockshutt drill, which ensure better seeding, lighter draft, and longer service. It will pay you to learn how great a selling advantage these features give to the Cockshutt dealer and how they add to the value of the drill from the farmer's standpoint.

Advantages of the COCKSHUTT DRILL

Made with Single Disc, Double Disc, or Drag Shoe (Interchangeable)

A heavy steel I beam extends the entire length of the drill—this absolutely prevents sagging. As a result, the discs always cut at an even depth, the seed is planted uniformly, and an even stand of grain is secured. The I beam supports the seed box; hence, there is no binding on any of the working parts to interfere with the regular operation of the feed cups. You can depend on the Cockshutt sowing regularly and accurately at all times.

The furrows opened by the discs of the Cockshutt have wide bottoms permitting the seed to scatter out so that large, strong roots may form and draw plant food from a large amount of soil.

The spaces between the discs gradually widen towards the rear, which prevents clogging; consequently, the discs will turn and cut even in wet soil.

The discs are set staggered. This insures their passing over loose sod or clods, which ordinarily would drag and interfere with the work of the discs.

Dust-proof, self-oiling bearings are used in the discs. When the chamber is once filled with oil, the drill can be run an entire season without reoiling.

The feed is chain driven. This proves much more satisfactory than a gear drive because it is simple, more durable, and more reliable.

The frame is made of heavy angle steel securely braced and **HOT RIVETED**—there are no bolts to work loose and cause trouble. An examination will convince you that the Cockshutt has the most rigid and substantial frame ever put on a drill.

There are many other reasons why the Cockshutt is the most satisfactory drill you can sell. Ask us to send full information and make it a point to examine one of these drills.

Your judgment will tell you that this is the best drill for you to handle.

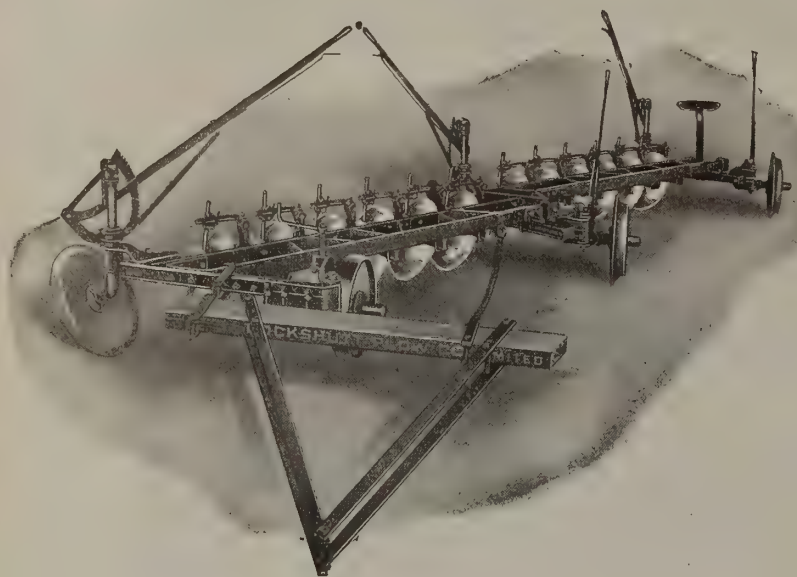
Cockshutt Plow Company, Limited

Western Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage La Prairie

COCKSHUTT

Engine Gangs for All Soils



Cockshutt Traction Disc Plow

Aside from the high standard of Cockshutt quality in material and workmanship, there are eight features of this traction disc gang that stand out prominently and mark its superiority over other plows of this type; and they are—

First—The hubs of the discs are fitted with dust-proof ball-bearings and hard-oil cups are provided. These ball-bearings make the discs turn easily and reduce draft.

Second—The use of ball-bearings and the arrangement of the ball races in two circles, one within the other, eliminates the need of cones or other projecting bearings which seriously interfere with the clearance between the discs. The angle of the frame of this plow is such that there is more clearance between the discs than there is on any other plow.

Third—The disc cleaners are straight instead of curved and can not fill up with mud. They can be adjusted to any angle. A great deal of time was spent in perfecting these disc cleaners and they are a decided improvement over any heretofore used on other disc gangs in that they insure a proper moulding of the furrows and thoroughly clean the discs.

Fourth—The two rear wheels on each section are coupled together with an adjustable rod. This feature makes it an easy matter to adjust the plow to varying soil conditions and insures even furrows no matter how hard the ground is.

Fifth—The plow is hitched to the center of the engine and side draft eliminated. It is also hitched close to the engine, making for light draft.

Sixth—The front wheels steer with the hitch, automatically following every turn of the engine.

Seventh—There is no lever on the front land wheel to interfere with the man who is riding the plow; instead, a simple hand screw leveler is provided for raising and lowering the plow.

Eighth—The plow is mounted on four wheels which distributes the weight to much better advantage than can be done in any other way.

The great strength that has made all Cockshutt engine gangs the most serviceable in the West, is found throughout this plow. Anyone can claim that an engine gang is strong enough, but we will let you judge of the superior strength of this Cockshutt plow. Make it a point to examine one, then you will agree with us in saying that it is the most substantial engine disc plow ever built.

Cockshutt Standard Mouldboard Engine Gang

There will be more of these plows in use this year than ever before; and the reason is not far to seek. It is—THE RECORD OF PAST SERVICE. Cockshutt dealers will sell more of these engine gangs this year than ever before, because those sold last year and during the many years before have made good to a greater extent than any other engine gang on the market.

Let us again call your attention to a few of the features of this plow that have been largely responsible for its remarkable success.

The independent bottoms conform to all irregular land surfaces; and they also make the plow easy to handle. Raising one bottom in no way interferes with the work of the other bottoms.

The extra wide strong jaw formed by the two beams of each plow absolutely prevents winging down.

The frame wheels are set outside of the frame—not under it. This allows more clearance and permits wheels of larger diameter to be

used than can be used on plows where the wheels are set under the frame. This makes light draft and the plow runs level without jarring or jolting, and keeps the line of draft practically the same at all times.

The wheels are extra large, have large dust-proof hubs, wide tires, and removable bushings and arbors. Compression oil cups insure thorough oiling.

The beams, two to each bottom, are straight and will not be twisted out of shape by the toughest sod or by the pull of the heaviest engines.

It has been proved many times that the heavy angle steel frame of this plow has more than ample strength to withstand the hardest usage. Compare its construction with that of any other engine gang and you will readily see why the Cockshutt stands up under the work long after the ordinary engine gang has been pulled and twisted out of shape.

Cockshutt Plow Company, Limited

Western Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. IX., No. 2

WINNIPEG, CANADA, FEBRUARY, 1913.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.00
Per Copy, 19c.

The Association Meeting

As we have already notified members of the Association, the annual meeting of the Interprovincial Implement Dealers' Association will be held in the Royal Alexandra Hotel, Winnipeg, on Tuesday, February 11th, opening at 10 a.m. All over Canada and the United States, 1912 was a year of great activity in the farming and farm implement trades. Never, perhaps, in any year were the advantages of organized bodies more clearly demonstrated. Associations and organizations are of the utmost importance to members of the retail implement trade; and beyond all it is essential that the annual meetings and conventions of dealers' associations should be well attended.

An urgent need exists for all implement dealers to belong to a firmly organized body; the benefits arising therefrom are easily understood by any thinking individual. The reasons are so many. Not only should dealers belong to an association solely for the protection of their rights or to confine the retail trade to the retail dealer—a most important point of consideration—but they should realize that the trade will be able to maintain a status through organization which it never could hope for as a mere mass of unallied individuals.

There are many points that are of the greatest importance and that should be discussed fully at the annual meeting of the Association in February. We must make a careful study of conditions, both local and otherwise, for this is necessary in order to keep pace with the gigantic strides made lately in the manufacturing end of the implement business. Consider, for instance, the fact that practically every issue of the implement trade press contains

the report of an increase in capital stock or of the consolidation of some large implement manufacturing concerns which will enable them to extend their operations or to handle their business more economically. To be really successful throughout Western Canada we should extend the organization of our Association; should sub-divide it province by province and district by district until it assumes the formation of a series of local clubs having one head body, all being promoted for the benefit of the Association and the retail implement trade in Western Canada.

Strong competition within the ranks of implement dealers, and the endless competition of the sellers who deal directly with the customer—selling inferior goods, at low prices—in itself requires minute discussion. We also have come to a point where the careful consideration of cost accounting is absolutely essential. There are many ways in which the retail dealer can head for ruin in his business. There are methods of buying and selling in the retail business which only can be classified as reckless. There is, in many cases, a lack of initiative in the retail dealer as regards local advertising and the proper pushing of his business; in fact many are lamentably at sea regarding the whole idea and necessity of advertising. Does the retail dealer pay enough attention to the all-important question of salesmanship—the faculty of making sales where a more ignorant man could not? The question of these things and the question of selling goods at a price that is not suicidal; the consideration of money lying out through lack of a proper collecting system—why,

there is point after point that lies awaiting discussion at our annual meeting. The dealer will have to consider the advances of the manufacturer and how much the manufacturer can aid him in advertising and selling the goods locally. If dealers are hostile to the manufacturer it only means that they bring ever nearer the necessity for the manufacturer to deal directly with the farmer. The manufacturer is only too willing to co-operate with the dealer, and in that union is strength, better business, and better conditions!

No question at the annual meeting should be looked upon in a luke-warm manner, for only by interest and whole-souled enthusiasm can we hope to rise to greater things in the retail implement business in Western Canada. Every implement dealer who can should be present at the annual meeting upon the 11th. Come for the good that may be got out of the discussions, for the benefit that different views will give you. A man may say that he cannot come owing to "business" engagements. That word "business" covers a multitude of sins, and no business is more important than is a convention whereby the whole retail trade may be brought into greater union throughout Western Canada.

The curling Bonspiel will be at its height in Winnipeg. When the business is finished the sport of the "roaring game" will be awaiting you, and there is also the inducement of the special railway rates that are in vogue during the Bonspiel.

Let every dealer who has the interests of his business at heart mentally register a vow to be present on February the eleventh.

Write to the secretary, F. D. Blakely, 811-12 Confederation Life Building, and notify him that you will be present, so that arrangements for luncheon may be made in ample time. The Association must have an organizer for the coming year, therefore, every man should keep this in mind and should have the name of a possible candidate to hand the Association. It is a position that can be made financially attractive to the right man. Get your enthusiasm valve sizzling and come in and voice your ideas and opinions. One swallow does not make a summer—one man does not make an organization or a trade. By the views of all shall all be benefited. Come in to the convention, and get in line for a prosperous 1913.

Life and Cost of Machinery

In the implement industry as constituted today we are inclined to think far too little of one side of the question, that is the mechanical or constructive side. The writer has had a wide and varied experience in the design and construction of many different types of machinery, but he has never seen so large a mechanical field wherein so little interest was taken in the lasting capacity of the machine as we have today in the farm machine and implement business.

The construction of machinery in the United Kingdom and the United States varies greatly. In the former country solidity and lasting quality are demanded in all types of machinery, whereas, in America, efficiency for a limited period is more often the aim of the manufacturer. From the standpoint of economics we find that there are two limits to the useful life of any machine or group of machines, be they cream separators or internal combustion engines, and these are the time

during which the machine may be made to perform its work, whether or not that work is being done at a profit, and the time at which it is or may be superseded by some other machine which will perform the same work at a greater profit to the user.

Obviously, any machine, when unable to perform its work efficiently, is at the end of its economic life or within a measurable distance thereof. During the past 30 or 40 years a complete revolution has taken place in the minds of engineers with regard to the economic life of machinery. Forty years ago totally opposite ideas prevailed in regard to the construction of machinery. In the United Kingdom, the engineer and the manufacturer designed and constructed machines in such a way that they would go on working continuously, with very small outlay for repairs for a long period of years. Today we can find in England countless machines that have been giving good service for thirty years. In America, on the other hand, the idea of the designer and the manufacturer of machinery has been to construct a machine which would last for a few years, which would do its work fairly well and which would not initially cost too much to produce.

The great underlying principle of British machine design is that, from the purchaser's standpoint, it is cheapest to buy a good machine and to keep it running as long as it will perform its work. The American idea is to produce a machine as cheaply as possible, because in the course of a few years the march of modern invention will produce some machine which will do the work better and which will replace the old machine which will be relegated to the scrap heap.

This idea, we must admit, was carried to so foolish a point that we find many machines in use today for which it is absolutely impossible to get a repair part unless it be specially made, a very expensive operation. However, time brought a greatly increased intercourse between American and British engineers, and by the exchange of ideas we find that engineers on both sides of the Atlantic have taken new standpoints and new ideals regarding machines and machine design.

Side by side with this a revolution regarding accuracy in fitting work has been going on. Of course, many classes of fine machinery require a degree of accuracy which others do not; we require, for instance, a finer degree of machinery in the pneumatic tool than in the gang plow. Yet, time was when the mechanic was considered a good fitter who worked to within 1-32 to 1-64 of an inch, whereas, with our modern micrometers and gauges we have to limit our work to an error of 1-1000 of an inch—even in the construction of an internal combustion engine.

This standardizing of parts and great accuracy in machining has made an excellent system of repair parts possible, so that a spare part for a modern machine can be obtained that will be sure to fit without any further work. In connection with this there has been a great advance and revolution in machine tools. Hand power has been entirely superseded by motor or engine power. It used to be considered essential that a great deal more material was given to do a job than was necessary, but at the present day the absolute cost of a part of a mechanism is calculated to the fraction of a cent before the steel is put into the machine.

Labor saving machines have eliminated the human factor so that the mechanic of today is practically a machine attendant only. Automatic machines turn and form parts, or screw or tap as required, while all that the attendant has to do is to feed the length of bar stock through the hollow spindle of the machine. The impress of the human hand is gone from mechanism and any individuality belongs to the machine. The machine shop of today specializes, the general shop is fast becoming a thing of the past. Change is always an expense with regard to the machine shop, but managers today are ever on the outlook for machines that will do the work more quickly, supplying greater profits. We see forgings made by special dies that are accurate to within 1-32 of an inch, and all are exactly alike, while dies and punches are used for producing a myriad of parts of a like character.

It pays to change a machine or group of machines when the new machine or machines will bring sufficient additional profit during its useful life to pay for the cost of the change and something over. It is, however, very difficult to estimate the useful life of a new machine and even more so to gauge correctly the length of its working life, since the life of the machine is largely dependent upon the men who operate it. In the changing of machinery account has got to be taken of the cost of erection and of work lost by the disorder in the factory; also the time lost during which the workman is getting acquainted with its possibilities.

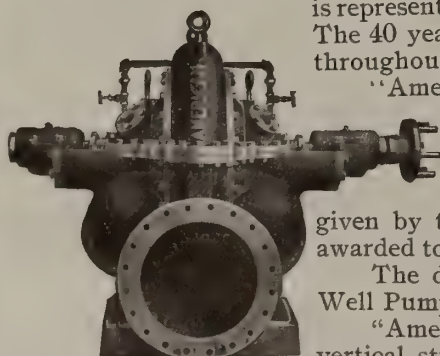
In the retail implement world, the purchaser often complains to the dealer of the high cost of an engine or of some implement, yet he should be aware that the stress

of competition is such in the machinery world today, that the manufacturer cannot charge more for his product than a sum that will give him a fair percentage of profit.

Again, neither the retail dealer nor the customer ever considers the cost that is essential to produce the machine—the special machinery required for its production and the time and material used on its construction. Of course, in the case of a widely sold and popular implement or engine there is infinitely more chance of the price being reasonable since, in repetition work, making vast quantities lowers the individual cost of every component part of a machine. So it is that in producing a crank shaft for a gas engine, to make one makes an excessive individual cost compared with machining and finishing five hundred. The implement dealer of today should pay far more attention than he does to mechanical matters and he should thoroughly understand every part of any mechanism that he retails. Again, if he sells a special engine or tractor it is of the greatest benefit to him if he visits the factory where the engine or tractor is constructed. He will gain knowledge regarding it that should prove of great service to him when he is selling the goods to a customer, and he will realize as he never did before that the price asked by the manufacturers is comparatively reasonable when he considers the immense cost of the machinery and operation of large machine shops. A great writer once called us "a nation of mechanics." Even so let us be worthy of the name—and let us be a nation of intelligent mechanics.

Work is a form of prayer.

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

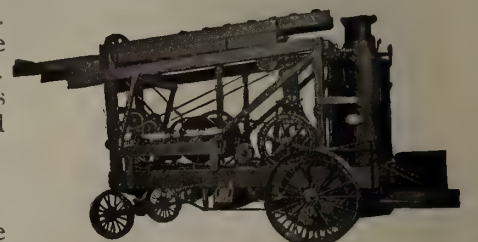
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



Fables for Implementarians

(Not by Aesop)

Once upon a time there lived an Implement Dealer, who was an Incomprehensible Individual. He invariably spent his Spare Moments in the study of Trade Papers, so that he might acquire Knowledge and Enlightenment.

In these he read many Sapient Screeds upon a thing of Exceeding Mystery, know by men as Cost Accounting. Now this Implement Dealer had done a Good Trade and should have been Satisfied, but he had the Lust for the Long Green within his Soul-Case.

Beginning on the Words written by a Great Concern who constructed a Diabolical Mechanism called an Adding Machine, he

Waddled through the Lot, by the aid of Potassium Bromide and Many Wet Towels.

Nevertheless the more he read the more Befogged became his Brain-pan, until he was mentally All-In. He filled many pads with figures on the Cost of doing Business, and whether the percentage should be welded to the Buying Price or the Selling Price. Incidentally he neglected his Business and lost much Hard Cash.

When nearly Bug-House he concluded to confer with a certain Wise Bird—a Prairie Owl that had its Residence a little beyond the One-Horse town in which

dwelt the Dealer who desired Knowledge.

The Owl was reflectively picking its Back Teeth and Looking Wise when the Dealer approached. (Note: Many men are like Prairie Owls).

"Do you know," queried the Dealer, "aught of the Mystery of Cost Accounting?"

"What," hooted the Wise Bird, "does it digest like?"

"By Heck, it does not digest at all," replied the Dealer, "yet I require Enlightenment."

"Speil me the Tale," said the Owl; therefore the Dealer told him fully of his Great Mental Tribulation. To the Wise Bird he read Several Acres of printed matter, finally desisting and Wiping the Perspiration from his Addled Pate.

"Friend Dealer," said the Owl, "have you ever heard of a certain Hungry Snake who stayed in Kansas?"

The Dealer reckoned that he had not heard of this Unfed Reptile.

"Well," mused the Owl, "this Reptile was Up against It as regards a Square Meal, and could not even espy a Succulent Frog. Therefore, he concluded that there was too much of Himself and that he could easily Chaw off a foot or two at his Stern End. So he got his Tail in his Mouth and proceeded to Digest Himself by Gastronomic Suction."

"That Reptile," said the Owl, "solved the Problem of the Cost of Doing Business, and of the other Monetary Matters that muddle your Figure-head."

John Deere Plow Co.

The Deere Factories and What They Make

Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows

Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools

John Deere Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears

Marseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders

Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons

Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses

Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade

Van Brunt Mfg. Co., Horicon, Wis.
Grain Drills and Seeders of all kinds

Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows and Spring Tooth Harrows

Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West

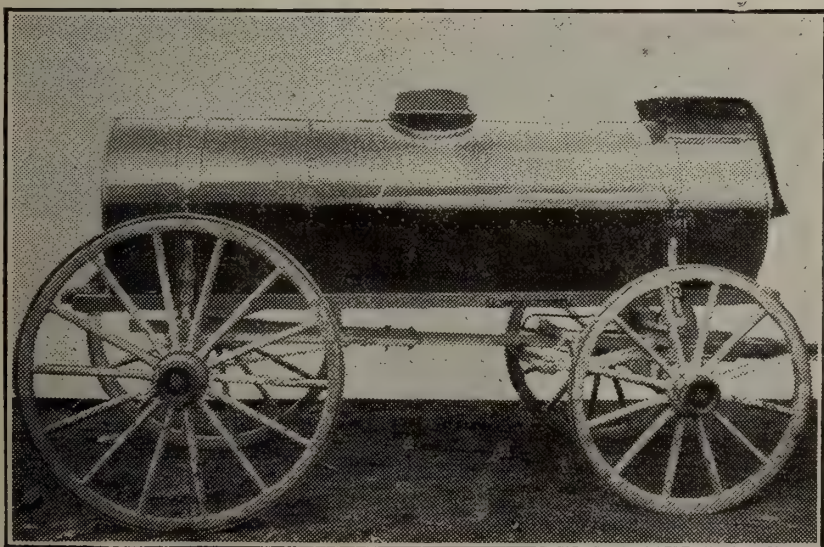


*The Trade Mark of Quality Made
Famous by Good Implements*

The Sales Organization

Deere & Webber Co., Minneapolis, Minn.
John Deere Plow Company, Moline, Illinois.
John Deere Plow Company, Omaha, Nebraska.
John Deere Plow Company, Sioux Falls, S. Dak.
John Deere Plow Company, Kansas City, Mo.
John Deere Plow Company, Oklahoma City, Okla.
John Deere Plow Company, Denver, Colorado.
John Deere Plow Company, St. Louis, Missouri.
John Deere Plow Company, New Orleans, Louisiana.
John Deere Plow Company, Nashville, Tenn.
John Deere Plow Company, Atlanta, Ga.
John Deere Plow Company, Dallas, Texas.
John Deere Plow Company, Portland, Ore.
John Deere Plow Company, Spokane, Wash.
John Deere Plow Company, Boise, Idaho.
John Deere Plow Company, San Francisco, Cal.
John Deere Plow Company, Indianapolis, Ind.
John Deere Plow Company, Columbus, Ohio.
John Deere Plow Company, Baltimore, Md.
John Deere Plow Company, Syracuse, N. Y.
John Deere Plow Company, Des Moines, Iowa.
John Deere Plow Company, Milwaukee, Wis.
John Deere Plow Company, Winnipeg, Man.
John Deere Plow Company, Ltd., Saskatoon, Sask.
John Deere Plow Company, Ltd., Regina, Sask.
John Deere Plow Company, Ltd., Calgary, Alta.
John Deere Plow Company, Ltd., Edmonton, Alta.
John Deere Plow Company, Ltd., Lethbridge, Alta.
John Deere Export Company, New York, N. Y.
Con. Wagon and Machine Co., Salt Lake City, Utah.
Bristol & Gale Company, Chicago, Illinois.

A FULL LINE OF FARM IMPLEMENTS



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks that Sell!

We are Specialists in the construction of Steel Storage and Wagon Tanks, whether for Water, Oil or Gasoline. Our

Western Standard Tanks

are the last word in Sheet Steel Tank construction.

Our prices and discounts mean money to the dealer who handles our line.

Come and see us during the Bonspiel or write for our proposition to dealers.

RED RIVER METAL COMPANY, WINNIPEG

51-53
AIKINS STREET

"Friend Stephen," interpolated the Dealer, "in Vulgar Parlance, I do not Tumble to your Tale, I do not Get You."

"Consider, Dough-head," said the Wise Bird, "what that Reptile was doing. Was it not easily making Both Ends Meet, and then some?"

So, with a Hollow, Mocking Laugh, the Owl departed in quest of a Credulous Chicken.

But the Dealer went to his store, set about his Usual Business, and handed in all his Past Due paper for Collection.

Moral: The Best Subject is often Sucked Dry.

A Comparison

It seems strange, from the outlook of the retail implement dealer, when we consider how the modern automobile—one of the highest priced machines on the market today—is a strictly cash proposition. We find in purchasing an automobile, whether a \$500 runabout, or a \$6,000 touring car that we have to place a solid cash deposit with the order, also have to pay the balance before we can place our foot on the control lever and call the car our own. Yet the farmer

can come into the store of the implement dealer and can buy some plow repair, coolly requesting the dealer to put it down to his account. The dealer does—and has to wait for his money until the following winter, if he gets it then. The handling of credits is the greatest dead weight that the retail dealer has upon his trade. A dealer cannot both be a banker and a retail implement dealer, consequently he is hard pressed all the time, according to the Implement Trade Journal. He has, perforce, to fall back on the jobbers and ask for more time.

If some of the jobbers were to demand settlement from dealers whom they "carry," how many dealers actually could meet the financial demand? Why should it be that an automobile can be sold for cash while farm implements must usually be sold on credit. We know that the farmer has often to face a gambling chance on his crop, and often has little capital, also, the implement is a necessity while the automobile is more or less a redundancy and a factor for pleasure as well as for business. Some dealers claim that a cash basis is practical; others declare it impossible. We cannot all go into the auto-

mobile game, yet we should try and investigate as to how the auto dealers get their money—then we can follow their system in the world of farm implements.

The Price of Land in Rhodesia

Knowing the values of farm lands in Western Canada, it is interesting to note the price of farm lands in Rhodesia, a vast farming country in South Africa. The price of land varies according to its situation and to its general character. Unimproved land can at present be bought for about 85 cents an acre, while land capable of being irrigated and suitable for intensive cultivation commands a higher price. The price in each case is fixed after a careful inspection of the land, and includes the cost of survey of areas not less than 1,000 acres. In agricultural holdings of 1,000 to 3,000 acres of a minimum price of 85 cents an acre, certain rebates are allowed for improvements made within a period of three years, the rebate not to exceed thirty per cent in all. Land may be purchased outright for cash, subject to the fulfilment of a simple occupation condition, or it may be held under a permit of

occupation with option of purchase for cash or by installments, at any time within ten years. Both of these methods include certain conditions relating to actual and continuous occupation, cultivation of portions of the land, maintenance of live stock, etc. For example, suppose a 2,000-acre farm is bought at 75 cents per acre and not paid for outright the price of the land will be \$1,500 and the annual rent (5 per cent) \$75 until an installment of not less than \$150 has been paid, when the rent will be correspondingly reduced until the whole purchase price has been paid.

Following are some of the special freight rates in force from Port Elizabeth, Cape Province, to Bulawayo, the bulk of the over-sea imports of merchandise for the southern portion of Rhodesia coming by this route: Farming machinery and implements, \$1.52 per 100 pounds; fencing material, \$24.50 per ton; large stock (cattle, donkeys, horses for breeding, and mules), \$6.02 per head; small stock (pigs, sheep, goats for breeding), \$6.85 per head; imported manures, \$24.74 per ton; imported seed potatoes, \$30.82 per ton; and South African seed potatoes, \$24.21 per ton.

McLAUGHLIN-BUICK 1913 MODELS

Will be Exhibited at the

Winnipeg Motor Show, February 10th to 15th, 1913

Compare these cars with the leading models of other manufacturers and you will find that the McLaughlin-Buick possesses the outstanding features of

STYLE, FINISH, MECHANICAL CONSTRUCTION AND PRICE

In all these points the McLaughlin-Buick lead. The McLaughlin policy of superiority, based on long manufacturing experience and knowledge of Canadian conditions, has enabled us for the last forty years to place a product on the market that has ENDURANCE and RELIABILITY built into every feature.

FIVE MODELS

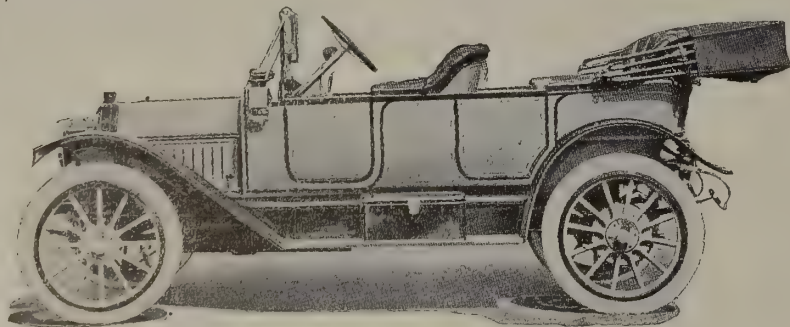
Two Roadsters, Three Touring Cars

MODEL 40—40 H.P. TOURING CAR—Complete in every part—electric lighted, self starter, \$2,440 f.o.b. Winnipeg.

MODEL 31—32 H.P. TOURING CAR—a popular touring car with all the latest improvements, including Diamond electric lighting system, having the latest refinements, \$1,900 f.o.b. Winnipeg.

MODEL 25—26 H.P. TOURING CAR at \$1,510 f.o.b. Winnipeg is in a class by itself and worthy of close investigation.

THE ROADSTER MODELS embrace a 32 H.P. and 26 H.P. at \$1,750 and \$1,300 respectively, f.o.b. Winnipeg, are of new design and graceful lines. Make a close comparison of these with any similar line.



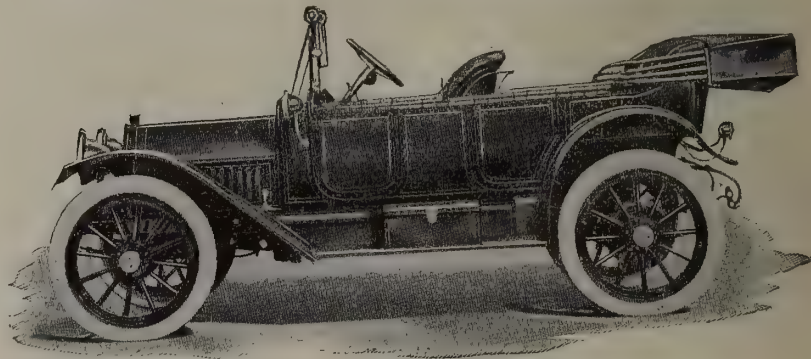
Model 25 f.o.b. Winnipeg, \$1510

The Pierce Arrow—The Car of Distinction

If you want to pay the duty, here is a car that is in a class by itself. Combines the highest skill in design and mechanical construction. It will be one of the features of the show.

Show Space Centre East End Upper Floor

At the Ware-rooms, Princess Street, a more comprehensive display of McLaughlin-Buick cars are displayed. You will be welcomed and given every attention. Be sure while in Winnipeg at the Bonspiel to call at



Model 31, f.o.b. Winnipeg, \$1900

McLAUGHLIN CARRIAGE Co. Ltd.

Winnipeg.

Showrooms: 204-212 Princess St.

Garage: 275-277 Maryland St.

Western Branches: Regina, Saskatoon, Calgary, Edmonton, Vancouver

Head Office and Factory: OSHAWA, ONTARIO

Recent Automobile Improvements

The National Association of Automobile Manufacturers, in their recent show in the Grand Central Palace, New York, surpassed all previous efforts in the auto show idea. The surroundings of the cars in the many buildings was particularly happy, as the walls were specially painted with woodland scenery.

In considering models for 1913, as a whole, we notice two distinct improvements—motor starters and electric lights. The self-starters are of several kinds, ranging from a coiled spring to acetylene gas, which is pumped in the cylinders and exploded by a spark, but the most popular device of this kind at present is the electric, in which a small electric motor placed beside the flywheel carries a pinion that can be meshed at will with teeth cut on the periphery of the wheel. Current from the 6-volt or higher storage batteries, drawn at a rate of 150 amperes or more for a few seconds, causes the motor to make the few revolutions sometimes necessary to start it. This current is restored to the batteries later by the motor acting as a dynamo, or by a separate charging dynamo used on some systems.

The neatest electric starter shown consists of a ring armature motor, the armature forming the flywheel of the engine. One style has an electric motor mounted in front of the radiator, driving the crank shaft by means of a worm gear. Another consists of an opposed cylinder air motor, similarly situated.

Given a charging dynamo, the installation of an electric lighting system is an easy matter. Electric headlights are more powerful than acetylene lamps, besides giving a perfectly steady and white light. The tungsten-filament lamps, are also economical of current, which is generally supplied by a 6-volt storage battery. The Westinghouse system makes use of the frame of the car in place of a return wire, thus cutting in half the amount of wiring.

The upholstery on the 1913 cars is better than ever before; the cushions are thicker; and everything has been done for comfort.

Several makers have returned to the use of wire wheels, which, it will be recalled, is the type that was used on the first automobiles.

In the engines of the 1913 models there has been very little change. A few firms have adopted the Knight sleeve-valve

GRAIN BINDERS
CORN BINDERS

REAPERS
FEED CUTTERS

MOWERS
RAKES

HAY TEDDERS & LOADERS
MANURE SPREADERS

DRILLS
DISC & DRAG HARROWS

FIELD CULTIVATORS
CORN CULTIVATORS

CREAM SEPARATORS
GASOLINE ENGINES

HORSE GANG PLOWS
ENGINE GANG PLOWS

DISC PLOWS
DISC ENGINE GANG PLOWS

SULKY PLOWS
WALKING PLOWS

ROLLERS
LAND PACKERS

Write WINNIPEG, REGINA, SASKATOON, YORKTON, CALGARY, EDMONTON

MASSEY-HARRIS COMPANY, LIMITED

Farm Machinery Manufacturers to 500,000,000 of people
SCUFFLERS WHEELBARROWS GRAIN TANKS

THE PIONEERS

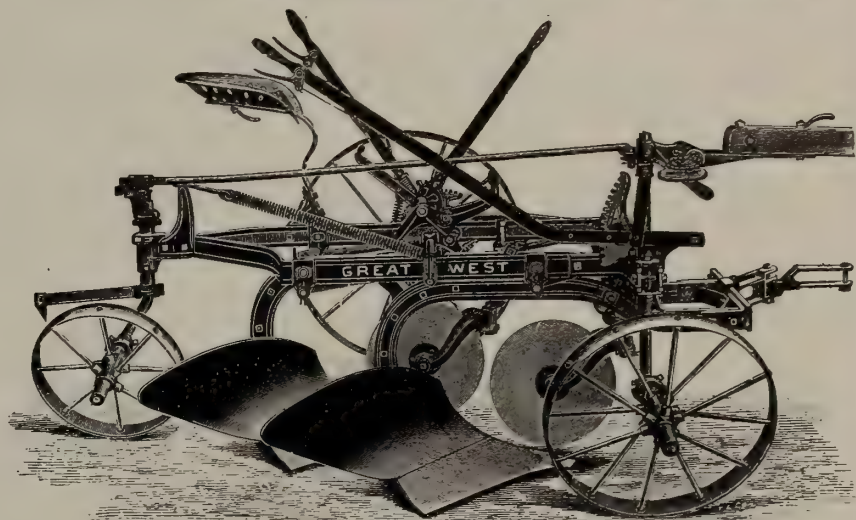
FIRST IN WESTERN CANADA

In Point of Time—
BECAUSE WE BEAT THE RAILWAY
In Leadership—
BY BEST BUILT MACHINERY

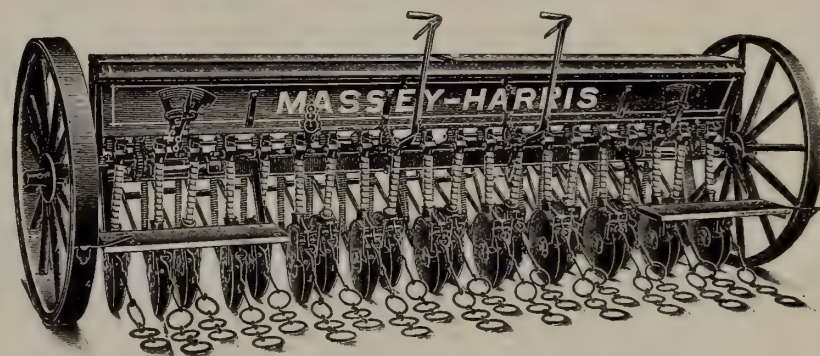
The first robin will soon be here and then your customers will want that

MASSEY-HARRIS

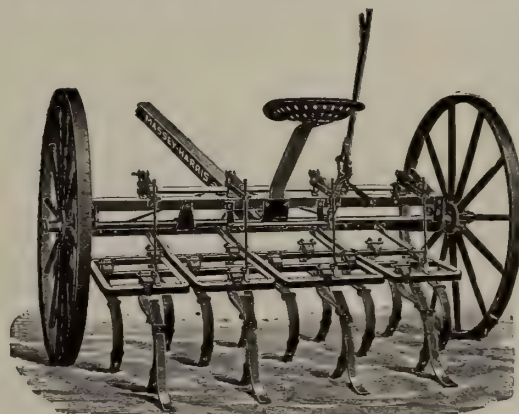
New 1913 "Great West" Plow



A New No. 11 Drill



AND A "Best Ever" Cultivator



Be in the front rank of Prosperity's troop by selling prosperity producing farm machinery

WAGONS SLEIGHS LORRIES
DUMP CARTS

motor, while only one car was equipped with an air-cooled motor. The 6-cylinder engine was not so prominent as in 1912, but is manufactured by most of the leading automobile builders.

Rounded or pointed radiators seem to be coming into vogue. They give a car a speedy appearance, are strong, and present a larger radiating surface than was the case with the older styles.

Producing Good Cream

Several points are necessary for the production of fine-flavored cream, and these points if followed carefully, always have a beneficial result on the quality and taste of the product.

Firstly, a most important thing for the cow is plenty of pure water. The cows should have at all times an abundant supply of pure water to drink. When cows are compelled to drink the water of swamps, muddy ponds or sluggish streams and ditches, in which there is decaying animal matter, including their own droppings, there is a constant menace to their health, and unless the cows are in good health, they cannot give first-class milk. Moreover, the mud, often full of foul germs,

which collects on the legs, flanks and udders of the cows and falls into the milk at the time of milking, is a direct source of infection.

When the cows have free access to salt at all times, they will keep in better health, will give more milk, and the cream from this milk will have a better flavor, and keep sweet longer, than when they do not get any at all, or receive it only at intervals.

Cleanliness in the stable is desirable at all times, but especially at milking time should the stable be clean and free from dust. The udders, teats and flanks of the cow should be brushed before milking. Only bright, clean tin pails should be used to milk in. Galvanized pails are difficult to keep clean, and bad flavors have been traced to their use.

It is important that the separator runs smoothly. Any trembling or shaking of the separator while skimming will cause a loss of butter fat in the skim-milk. Only special separator oil should be used; and it is well to make a run about once in three weeks, using kerosene oil on all the bearings.

In skimming, three things must be observed: (1) The speed of the separator must be maintained ac-

cording to the directions sent with it. The only reliable way to do this, is to count the number of revolutions of the crank by a watch. A low speed means loss of fat in the skim-milk. (2) The flow of milk into the separator should be uniform. (3) The temperature of the milk should not be under 90 degrees, and for that reason, the best time to separate the milk is immediately after milking. A low temperature is also liable to cause loss of fat in the skim-milk. The faster the milk passes through the separator, the less complete is the separation, and a thinner cream is given.

All the parts of the separator which come in contact with the milk or cream should be washed in luke warm water, to which has been added a small quantity of sal soda or other cleansing powder, and then thoroughly scalded with boiling water each time the separator is used.

In some cases the separators are placed in the cow stables. This may be a convenient arrangement, but it is not by any means a proper place for separating milk, unless a special room, well ventilated and lighted, is partitioned off to exclude the

stable odors and dust. This room should have a smooth cement floor, which can be easily cleaned.

Milking Cows on the Train

One of the most unique cow-testing experiments ever made by the Dominion Department of Agriculture was conducted on Jan. 10th, when six cows belonging to Mr. A. Hulet, of Norwich, Ont., which were held up en route to Ottawa, were milked on board their train by an officer of the department rushed to Coteau for the purpose.

Every detail of the experiment was fulfilled just as would have been the case had the cows arrived in Ottawa to compete in the dairy test under the direction of the department of that city.

As the prizes vary between \$55 and \$65 per cow, and Mr. Hulet had six cows, his anxiety to have the test made in spite of the delay can readily be comprehended.

Mr. Hulet left for Ottawa, with his stock, but the G.T.R. train on which he was travelling was held up and switched on to a siding at Coteau Junction.

The cows had to be available for the test at 9 p.m., and Hulet

Men Wanted Who Want Money

Opportunity is the equivalent of money. Men who grasp their opportunities make money. Friend dealer, we offer you a fine opportunity. There is money for you in this opportunity. We show you where the money is and we help you get it. We want you to handle



THE WORLD RENOWNED EMPIRE CREAM SEPARATORS

We want you to get the money that is being spent and that will continue to be spent in greater and greater quantities for the EMPIRE, the finest, easiest selling, most profitable cream separator ever made—a machine that has stood the test for more than a generation.

We urge you to handle the EMPIRE because it is preferred by farmers, because it is replacing others and because it has been chosen by keen dealers who have looked deeply into the matter. What is more to the point, we urge you to handle the EMPIRE because there is a lot of money in your territory which only the EMPIRE can get for you.

As we are writing this to you, just before nine o'clock at night, our factory is ablaze with light, because we are working nights to meet the demands of the shrewd dealers who, like yourself, value an opportunity.

We want dealers who want to succeed and want to make money. Join us in making things hum. Ask us for particulars or request us to send a traveler to see you. Yours for success.

The Empire Cream Separator Company
Toronto ————— Winnipeg

DE LAVAL

CREAM SEPARATORS

Bring profit and satisfaction to the dealers handling them

If you have never handled the De Laval there are possibilities for increasing your separator profits that you have never yet realized. No dealer ever regretted tying up with the De Laval. The De Laval contract is by all odds the most desirable in the farm implement and machinery field.

The De Laval is the best known and the most largely advertised cream separator, and a De Laval once sold stays sold and makes it easy to sell other machines in the same neighborhood.

The retail price of the De Laval is protected, insuring a certain profit on every machine sold.

Better write us about an agency before your territory is closed for this year.

Why Not Handle Dairy Supplies

Since moving into our new building we have added a complete line of dairy and creamery supplies. There is a growing interest in dairying in the Northwest, and this means an increased demand for milk cans, milk pails, churns, butter workers, butter printers, etc.; and there is no reason why dealers handling cream separators cannot work up a nice trade on dairy supplies.

The dairy supply apparatus which we carry is of the highest grade and our lines are very complete.

We also manufacture the Ideal Green Feed Silo. A great many of these silos are now being erected in Eastern Canada and farmers in the Northwest who are taking up dairying will sooner or later erect silos, and the dealer who goes after silo business now will reap the profits.

We have issued separate and complete catalogs illustrating and describing our various lines and will be glad to send any of these upon request.

The De Laval Dairy Supply Co., Ltd.

128 James Street, WINNIPEG

173 William Street, MONTREAL

saw that he could not reach Ottawa in time. The G.T.R. wanted \$150 for a special to bring the cows there, and almost an equally large sum to hitch the cattle car to the express.

Finally Mr. Hulet wired to the Department of Agriculture, and the latter sent down a man on the afternoon train, who milked the cows, weighed the product and brought the milk back with him.

An I H C Announcement

The following is the statement of Mr. Cyrus H. McCormick, president of the International Harvester Company in regard to the organization of the "International Harvester Corporation."

The new corporation has been formed for the purpose of taking over the business and properties of the International Harvester Company in foreign countries, including the manufacturing plants in Canada, France, Sweden, Germany, and Russia. In view of the pending suit of the government against the Company, which may not be ended for a considerable time, as the case may go to the Supreme Court of the United States for final settlement, this action has

been deemed necessary for the protection of the Company's foreign trade and credit. The International Harvester Company has enjoyed extensive credit in foreign countries, and in order to maintain this credit unimpaired in the new corporation, it was decided to transfer to the new corporation, in addition to the foreign properties, the following manufacturing plants in the United States: Akron works, Akron, Ohio; Milwaukee works, Milwaukee, Wisconsin; Newark Valley works, Newark Valley, New York; and the Plano, Tractor, and Weber works, located in Chicago.

No harvesting machinery or binder twine is made at these plants. All the plants manufacturing harvesting machinery, or any products made by the Company at the date of its organization in 1902, will continue to be owned and operated by the International Harvester Company.

This action taken by the Company is in the direction of the demands made by the government, but is not a solution of any of the questions at issue and is not expected to have any effect upon the pending suit.

This action has not been influenced in any way by the re-

cently proposed amendments in the corporation laws of New Jersey. The board of directors authorized the formation of the new corporation more than six months ago, and in December last directed the change to be immediately carried into effect. A circular giving full details will be issued to the stockholders within the next few days.

An Ode to July

Backward, turn backward, O Time in thy flight, give me July again just for tonight; soften the ground where the Frost King has lain, O let me hear one mosquito again. I am so weary of snow-drifts and ice, weary of paying the coal trust its price; weary, so weary of frost-bitten pie—give us a slice of the first of July. Backward, swing backward, O season of Snow—mercury 30 or 40 below; turn on the heat of the tropical zone; roast me until I am cooked to the bone. I am so tired of freezing my nose, weary of chilblains and corns on my toes; weary of trying to sleep with cold feet—turn on the heat, Mister, turn on the heat.

We are all apt to be proud of the things we are going to do.

Calgary

Thos. Ruttle, manager of the McLaughlin Carriage Co., spent the last week of January in Edmonton and other points in the North.

David Drehmer, Canadian general sales manager for the John Deere Plow Co., at Winnipeg, was a visitor in Calgary, returning to Winnipeg the latter part of January.

Thos. Cull, of Winnipeg, manager of the collection department of the Cockshutt Plow Co. Ltd., for Western Canada, was a visitor in Calgary for several days during the latter part of January.

D. B. McEwen, formerly of Lethbridge, has been appointed manager at Calgary for Nichols & Shepard Thresher Co., to succeed C. S. Lief, who resigned to take charge of the thresher end of the Emerson Brantingham Co. at Calgary.

Gordon Graham, who for the past two years has been chief clerk in the collection department of the Cockshutt Plow Co., at Calgary, was transferred to Saskatoon at the first of January to take charge of the collections for the company at that Branch.

This is the Cream Separator that STAYS SOLD

SHARPLES Tubular Cream Separators

have the knack of making good—and their making good makes good business for Tubular Agents.

"There's the machine—see for yourself," is the argument that sells separators and keeps them sold—while much talk to hide faults only casts a temporary spell.

There's nothing complicated about Tubulars—your customers grasp their simplicity and advantages at once—and washing three parts instead of thirty parts is a feature that appeals to every one of them. Selling Tubulars is a clean business—there are no "come backs" and no "kicks." Therefore, make up your mind that you'll sell the one cream separator on which you can figure your profit as soon as you make a sale.



The Sharples Mechanical Milker Agency

is also worth big money to you, for the SHARPLES is thoroughly practical in every way, and the dairymen in your section are anxious to secure a machine that will eliminate drudgery and help worries.

The pulsating movement with the upward squeeze prevents udder troubles and solves the problem of mechanical milking.

The Dairymen in your section need the Sharples Mechanical Milker—they can save its cost in less than a year—so selling them is business that makes you enthusiastic.

Write us today for a Sharples Agency. There's only one dealer in a section who can have it.

The Sharples Separator Co.

Chicago, Ill. WEST CHESTER, PA. San Francisco, Cal.
Portland, Ore. Dallas, Tex. Toronto, Can.
Winnipeg, Can.



J. A. Brookbank, manager of the International Harvester Co. in Calgary, made his annual visit to Chicago early in February.

A. H. Ellis, of the supervision department of the Cockshutt Plow Company was in Calgary for a few days during January.

John Atkinson, manager of the J. I. Case Threshing Machine Co., has just returned from a three weeks trip East and South, visiting the head office and factory at Racine, Wis., and also visiting Chicago, Milwaukee and St. Paul.

Good progress is being made on the fine new warehouse and show-rooms of the Cockshutt Plow Co., being erected in Calgary. The concrete foundation has been completed and if the weather continues favorable the steel work in the basement and the brick superstructure will be commenced within the next few days.

A. W. Trickey, manager of the Massey-Harris Co., accompanied by Mrs. Trickey, left for the East shortly before Christmas, spending the holidays at his old home. While there he visited the Company's factories at Toronto and Brantford, returning to Calgary about the middle of January. Mrs. Trickey remained in the East and will be there until spring.

J. Tait Hunter, is another of the well-known implement men to retire from the business, he having resigned his position as manager for Alberta for the Aultman Taylor Thresher Co., at the end of the year. He was succeeded by W. A. Murphy. F. W. Galband, Minneapolis manager for the Aultman Taylor Thresher Co., spent a week in Calgary at the time the change was being made. Mr. Hunter is taking charge of the plant building well-drilling machinery here.

L. B. Cravath, manager of the Rumely Products Co., Alberta, has just returned from a three weeks trip East and South, where he visited the various factories of the Company, including those at Stillwater, Milwaukee, Dixon, Battle Creek, Lansing, Richmond and LaPorte. Mr. Cravath was accompanied by five of his honor salesmen, that is, salesmen who had exceeded a certain amount on sales during the past year, consisting of Messrs. J. A. Blair, W. M. Anderson, E. J. Bell, Fred C. Stokes and P. J. Murphy. After having visited the American factories the Canadian managers formed a party to Toronto, where they inspected the company's plant there.

The staffs of the various implement concerns in Calgary appear to have been quite interested in

hockey this winter, and early in the season formed a league, in which the following companies are represented with teams:—

Massey-Harris Co.; Cockshutt Plow Co.; International Harvester Co.; Canadian Fairbanks Co.; M. Rumely Co.; Ontario Wind Engine & Pump Co.

Thirty games in all are to be played, the first two being played on Jan. 4th. Good progress has been made and a great interest is being taken in the result. Up to the present the Cockshutt Plow Co. are leaders of the league with three wins, one tie game and one postponed. All matches are being played on the Y.M.C.A. rink. Mr. Robinson, manager of Canadian Fairbanks Co., has presented a silver trophy for competition, to become the property of the club winning it three successive seasons.

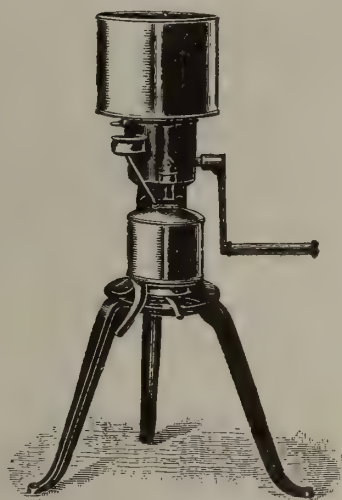
The annual convention of the United Farmers of Alberta was held in Calgary the latter part of January and was largely attended by members from all over Alberta. The meeting was considered quite a successful one and was, generally speaking, very harmonious. Before closing they took a crack at the implement concerns by adopting the following resolution:—"Be it resolved: that we register our firm protest against the most unfair form of machine contracts and notes, as used by the big machine companies doing business in the province of Alberta, and that we insist upon the Legislature of this province providing a uniform form of contract which will protect the purchaser as well as the machine companies, and to provide that no notes can draw more than 8 per

cent interest, nor can have collection forced on them prior to May 1st following the year of sale, except in cases where the purchaser may attempt to resell the goods conveyed by the note or to remove them from the district, in which the purchaser resided at the time when said sale was made."

A couple of the ministers of the Alberta government were present during the convention and it was suggested by them that the Sifton government had under consideration and practically decided upon guaranteeing the bonds of the Grain Growers' Co. to the extent of \$1,000,000 for the purpose of erecting elevators at various points in Alberta. The Legislature will meet early in February and this is one of the matters which will come up early in the session.

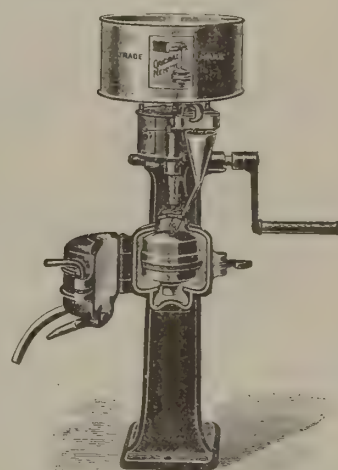
Light, Power and Profit

LEG MODEL



Capacities: 280 to 720 lbs.

SOLID BASE MODEL



Capacities: 400 to 1,300 lbs.

MELOTTE CREAM SEPARATORS

From FACTORY to YOU direct.

No other the equal of the MELOTTE for good skimming and durability.

It will last a life-time with practically no repair cost.

LISTER The English Made Gasoline Engine

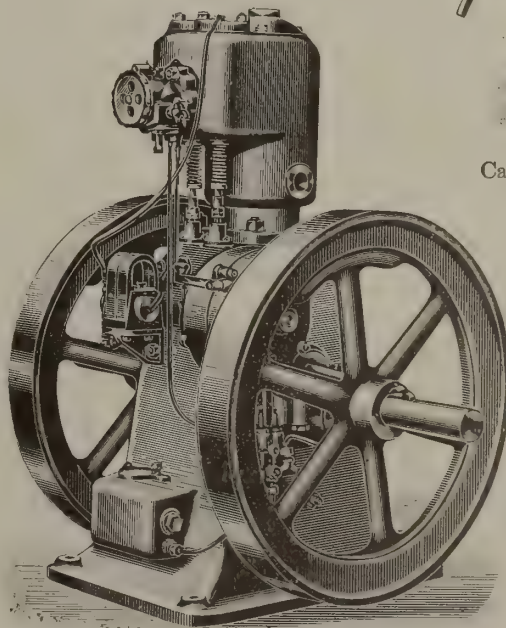
**Guaranteed To Give
Satisfaction.**

When in Winnipeg call at 197 Princess Street, and start and stop the "Lister-Bruston" Automatic Electric Lighting Plant yourself—So simple to operate—You turn lights on or off to start or stop—The most perfect Light made.

R. A. Lister & Company, Limited, of Dursley, England

Address all communications to

R. A. LISTER & CO. LIMITED, 197 Princess St., WINNIPEG, MAN.



Highest Power

Lowest Cost
of Up-keep

The Best Make

The annual meeting and election of officers of the Alberta Wholesale Implement & Carriage Dealers' Association took place at the Empire Grill, Calgary, on Saturday, Jan. 25th. The members first partook of dinner at 12.30, after which the business, including election of officers, was proceeded with. The meeting was some weeks later than the regular date owing to the president and some of the other members being absent from the city during the early part of the month. There was a good attendance of the members present and a very pleasant time was the result. In his address the retiring president, Mr. J. T. Atkinson, showed that the Association was in good shape, its membership representing practically all the implement and vehicle concerns doing business in the province. The election of officers resulted as follows:—

President, L. P. Winslow; 1st vice-president, L. B. Cravath; 2nd vice-president, A. W. Trickey; secretary, W. E. Hall; treasurer, C. W. Northcott.

Executive: J. A. Brookbank; A. W. Trickey; C. G. Wuthrich; D. A. Smith; J. T. Atkinson; L. B. Cravath, together with the president and secretary as members ex-officio.

Qualities Necessary to Success

Select a job and stick to it. Shifters are nearly always failures.

Ambition and hard work pay dividends.

Successful young men make successful old men, so be successful while you are young.

The employee who takes a personal interest in his work is entitled to have his employer take a personal interest in him.

Employers pay an important part in determining the success or failure of the men who work for them. An occasional word of appreciation will prevent many from becoming shifters.

Making a constant study of his work and trying to do things better every day, are two fundamental principles of the successful man.

Good health is almost as important as courtesy and honesty. It is hard to be courteous if one isn't in good physical condition.

Success cannot be attained by following any one rule. One recipe, in a nutshell, calls "for the right sort of a man, working for the right sort of an employer." Together they will make each other successful.



R. J. Mackay, President



F. J. Weed, 1st Vice-President



C. J. Brittain, 2nd Vice-President

Winnipeg Wholesale Implement Association Annual Meeting

The annual meeting of the Winnipeg Wholesale Implement Association was held in the Royal Alexandra Hotel, Winnipeg, on the 31st January, at 12.30 noon.

The resignation of the late secretary-treasurer, Thomas W. Learie, was accepted with great regret by the members of the Association, W. B. Patterson being appointed to this onerous post.

The principal business of the meeting was the annual election of office-bearers for 1913. The following members of the Association were appointed for office for the ensuing year:

President, R. Mackay, Canadian Moline Plow Co.

1st Vice-President, F. J. Weed; De Laval Dairy Supply Co.

2nd Vice-President, C. J. Brittain, Canadian Fairbanks-Morse Co.

Secretary-Treasurer, W. B. Patterson, International Harvester Co.

Executive Board

Thresher Section

W. F. Fuller, Sawyer-Massey Co., Chairman.

Jas. Clark, R. Bell, E. & T. Co., Vice-Chairman.

I. J. Haug, Haug Bros. & Nellerroe.

Implement Section

M. J. Rodney, International Harvester Co., Chairman.

C. H. Whittaker, Massey-Harris Co., Vice-Chairman.

Ed. Strachan, John Watson Mfg. Co.

Carriage Section

H. W. Hutchinson, John Deere Plow Co., Chairman.

E. A. Mott, Cockshutt Plow Co., Vice-Chairman.

Ed. Cahill, Gray-Campbell Co.

The following are the standing committees:

Membership

F. D. Blakely, Farm Implements, Chairman.

J. J. Flynn, Geo. E. Duis Co., Vice-Chairman.

Z. L. Wright, Empire Cream Separator Co.

Legislation

J. M. Reid, Ontario Wind Engine & Pump Co., Chairman.

C. J. Brittain, Canadian Fairbanks-Morse Co., Vice-Chairman.

John Herron, McDonald Mfg. Co.

Freight

E. A. Mott, Cockshutt Plow Co., Chairman.

H. W. Hutchinson, John Deere Plow Co., Vice-Chairman.

C. H. Whittaker, Massey-Harris Co.

Entertainment

E. W. Hamilton, Canadian Thresherman & Farmer, Chairman.

W. J. Thorpe, M. Rumely Co., Vice-Chairman.

R. N. Rae, Sharples Separator Co.

Delegates to Canadian Industrial Exhibition Association

I. J. Haug, Haug Bros. & Nellerroe.

M. J. Rodney, International Harvester Co.

Delegates to Winnipeg Industrial and Development Bureau

E. A. Mott, Cockshutt Plow Co.

C. H. Whittaker, Massey-Harris Co.

Suggestions and Adoptions of the Nominating Committee

The nominating committee suggested the adoption of the following:

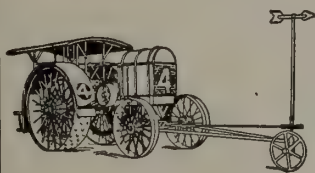
"That vice-chairmen be appointed, representing the different sections on the Executive Board and the Standing Committees, so that the work may be continued without loss of time should the Chairman of the Section or Committee be absent from the city."

"That space be left on the back of the pamphlet containing the Constitution and By-Laws for the insertion of names of Officers and Standing Committees."

"That at the Annual Meeting, the Association adopt amended Constitution and By-Laws superseding those of 1906."

These suggested clauses, along with others adopted, were ordered to be embodied in the new By-law.

The membership present was large, and great enthusiasm marked the proceedings throughout. A lengthy discussion was held on the point of interference by members of the trade with regard to accepted contracts.



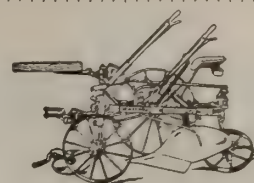
BIG FOUR Farm Tractor



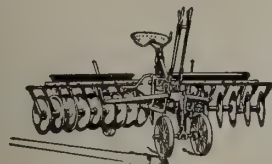
EMERSON Low Down Spreader



EMERSON Drill



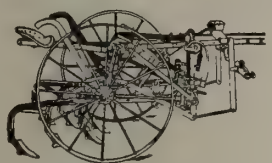
EMERSON Foot-Lift Plow



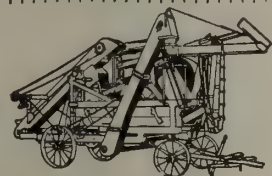
EMERSON Disc Harrow



EMERSON Walking Plow



EMERSON Cultivator



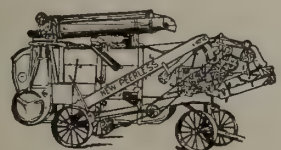
REEVES Corn Sheller



EMERSON Deep Furrow Plow



EMERSON Engine Plow



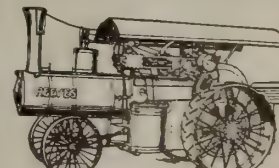
GEISER Peerless Separator



NEWTON Wagon



EMERSON Buggy



REEVES Steam Engine

Every Dealer

wants to handle a line that will bring *more* business to his store—that will prove *satisfactory* to his customers.

When you sell an implement, you want to be sure it will *stay sold*—that it will not be returned and cost you your *profit* on the sale.

The name EMERSON on a machine means that it will do its work with the greatest efficiency, least expenditure of time and labor—greatest convenience to the operator. EMERSON on an implement or vehicle means what NEWTON means on a wagon—what the name REEVES means on threshing machinery—what the BIG FOUR “30” means in the tractor world—EFFICIENCY.

That is why all these great Companies, now welded together, have been makers of agricultural history—because all these years they have been making implements and machines and vehicles and wagons a little better than anybody else makes them.

We are spending thousands of dollars in the agricultural papers to tell the farmer that EMERSON machines will help him to farm better—easier and cheaper.

It will pay *you* to get our *Dealers' Proposition*. Write today to

Emerson-Brantingham Implement Company

(INCORPORATED)

ROCKFORD, ILL., U.S.A.

The Largest Line of Farm Machinery in the World

Plows, Harrows, Pulverizers, Listers, Spreaders, Planters, Drills, Cultivators, Mowers, Hay Tools, Baling Presses, Corn Shellers, Gas Engines, Farm Tractors, Steam Traction Engines, Threshing Machines, Road Rollers, Wagons and Vehicles

29853

Canadian
Sales Agents:

TUDHOPE, ANDERSON CO. LTD., WINNIPEG

CALGARY

REGINA

SASKATOON

LETHBRIDGE

EDMONTON

SWIFT CURRENT

BRANDON

YORKTON

De Laval Company Changes Name



F. J. Weed, Manager for Western Canada.

Away back in 1878 Dr. Gustaf de Laval, of Stockholm, Sweden, produced the first practical machine for the centrifugal separation of cream from whole milk. By confining the whole milk in a hollow steel bowl revolved at a high rate of speed, he was enabled, through the law of centrifugal force and the difference in weight or specific gravity of cream and skim milk to bring about the almost instantaneous separation of cream from whole milk into its heavier and lighter component parts, and by properly located outlets to deliver the skim milk and the cream separately and continuously.

Thus did the De Laval Cream Separator come into existence.

In 1883, the De Laval was introduced to America, and for ten years it was operated by power only, being used more by the butter factory than by the individual; but we find it today hand or power driven over the entire dairy world. The American factory for the manufacture of De Laval Cream Separators is situated at Poughkeepsie, New York; and is considered by the engineering fraternity to be one of the finest machine shops in America, if not in the world. In this plant we find all that is most modern in machinery, and the automatic machines, lathes, milling and grinding machines are handled by most highly trained mechanics, the work being done to the finest fraction of an inch as gauged by micrometer readings.

On January 1st, 1913, the De Laval Separator Company changed its corporate name in Canada, and in the future it will be known as the De Laval Dairy Supply Company, Limited.



Winnipeg Branch De Laval Dairy Supply Co.

These separators were first manufactured in Canada along in the early nineties, the Canadian Sales organization being taken over by the De Laval Company in 1901.

The De Laval Dairy Supply Company have purchased 15 acres of land at Peterboro, Ontario, on which they are now erecting three immense factory buildings, each 116 feet by 400 feet, and also a two-storey office building and a separate power plant. The eastern Canadian business was taken over a year ago by the De Laval Dairy Supply Co., which body is a distinctly Canadian corporation with a capital of \$500,000, operating under Dominion charter. This new concern will now take over De Laval interests all over Canada—in the West as in the East.

The change, however, is one of name only, involving no change of ownership, management or business policy; though effort will be made to make it, if possible, even more than heretofore a distinc-

tively Canadian business, of and for Canada, free of all other considerations and influences except the helpful co-operation of the De Laval world-wide organization and its branches in many countries.

In addition to the plant now in the course of erection at Peterboro, the De Laval Dairy Supply Company have a separator manufacturing plant at Montreal and also a creamery and dairy machinery and silo plant at St. John, Quebec.

The general offices of the new company will be located in Peterboro, with main branches in Montreal and Winnipeg and sales branches in such other cities as trade conditions may warrant and as may prove to be to the service of patrons of the company. The West Canadian branch will be located in the new building of the company, of which we reproduce a photo on this page, being situated at 128 James Street, Winnipeg.



Neil Dow, Assistant Manager.

The manager of the company for Western Canada is Mr. Fred J. Weed who, along with his able assistant Neil S. Dow, has brought the West Canadian business to a very high level of proficiency all over their wide territory. The Canadian interests of the company will now be in a position to supply everything for the creamery, cheese factory, sanitary milk plant, ice cream plant and dairy farm.

For thirty years the De Laval line has maintained its high level of production, and the upright business methods of the company have been a satisfaction to those who have dealt with them. We can be very sure that the new organization will continue to supply to its patrons a class of goods that will be as near perfection as modern machinery and skill can attain, keeping the same high plane of superior quality and efficiency as has been the keynote of De Laval goods during the past.

New Poison.

The apparently harmless castor oil plant is the source of a discovery that has added another deadly poison to the shelves of the chemist, so deadly that a gram is all that is necessary to kill a million and a half guinea pigs, and one of its peculiarities is that a very large quantity may be taken without serious injury. The ricinus poison has effects very similar to those produced by living germs and in animals which have been dosed with large quantities an anti-toxin is formed will prevent the death of others when they are injected with a small quantity.

Heredity is more apt to hand down red hair than brains.

Are Dealers Too Numerous?

There is a certain small proportion of the members of the clan of retail implement dealers who, unfortunately, enter the business without any proper qualifications for its successful pursuit. Many men enter the business who have previously been farmers, trusting that they can make money thereby while still holding onto their farms. They do not consider that the implement business today requires as much knowledge of business procedure, shrewdness, and foresight, as does any other line of energy.

A correspondent to the Farm Implement News puts this query: Is it possible that there are today, too many retail dealers in the implement business? He says:

"There is no single proposition which has been agitated in the implement trade in recent years that has opened the eyes of the dealers to the real situation as has the information that has been disseminated by associations and implement papers, on the subject of cost accounting. It has shown hundreds of dealers what they did not know before; that they were losing money every year."

Therefore, he deduces, it is necessary to eliminate a great number of dealers from the field, in view of the many large consolidations which have taken place in the manufacturing of farm implements and machinery. This would seem to indicate that the field is to be largely supplied from some half dozen or so of large concerns, each with a full line.

The right thing for these large units of distribution to do is, first, to find out what the total sales of each town amount to, and if the total sales of the town are less than \$50,000 per annum, then they should see to it that not more than one dealer in such town is supplied with goods. If the total sales are \$75,000, then they should only stand for another dealer, but rarely. When the sales run to \$100,000, then there is room for two legitimate dealers. When the manufacturers get it down to this basis they will not find any trouble in getting business men to run the implement business in a businesslike way. They will not have much trouble with bad accounts, and they will get their money about when it is due; and at the same time the farmer will get his goods for less money.

One of the fallacies in the mind of the farmer is that the more dealers in his town the cheaper he

can buy machines. Take, for instance, a town which sells \$40,000 worth of implements per year. It will cost the community the town serves at least 10 per cent more for the goods to distribute them through two dealers than through one, and for every additional dealer the cost to the community is raised by leaps and bounds. Any dealer can sell \$50,000 worth of goods at about the same expense that he can sell \$20,000. There always will be fools enough about any town to go into the business if the manufacturers will sell them, and if the trouble is ever remedied it will have to come from the manufacturing end of the trade. There is no question but that this is the biggest detriment to the retail trade—too many dealers for the business available.

Some say "go out and push sales and get more volume." What we really need is curtailment of volume till the farmers can pay more promptly for what they really need. No point where the volume of implement business done does not exceed \$50,000 annually should have more than one implement dealer.

Implement Export to Australia

It is gratifying to note by the report of the Australian Trade Commissioner that Canada occupies an enviable position with regard to the value of farm implements exported by us to the island continent.

The leading agricultural machinery manufacturers in the Dominion have, for a period of

years, established branch houses in the principal Australian importing centres, and other Canadian makers are represented by capable selling agents who carry stocks of varied magnitude. The selling organization is as nearly perfect as ingenuity can devise, and fair trading, combined with the undoubted excellence of Canadian farming machines, has secured an enviable reputation for the goods.

In the year 1911, Canada exported implements to Australia to the value of \$1,304,425, while the U. S. come next with a value of \$1,283,560, Great Britain being third with a monetary total of \$347,205.

The United Kingdom exported the majority of chaff-cutters, horse gears and knives, while the United States held the principal trade in corn shellers and huskers, coming close to Canada in cultivators, harrows and plows. The importation of grubbing plows was exclusively Canadian, while disk cultivators, seats, poles, etc., were evenly held by Canada and the United States.

In the Australian supply of drills Canada was predominant, as also in parts for stripper harvesters. The value of mowers, reapers and binders imported by Australia from Canada in 1911 was \$318,270.

Australia has of recent years been doing a good deal of implement manufacturing, especially in the production of stripper harvesters. In that country there are 150 implement manufacturing concerns, employing 4,860 employees, with a total monetary output for 1911 valued at \$7,804,400.

The World's Oil Resources

"Very few people have any conception of the quantity of oil that is waiting to be tapped," declared Mr. J. D. Henry, of London, England, the well-known oil expert. "Vast oil deposits are being discovered in all directions—north, south, east, and west. One of the most sensational industrial developments of the next five years will be the opening up of the Chinese oilfields. There is also reason to believe that Japan and some of the smaller islands in the Far East will yield a considerable supply. In Africa Somaliland offers excellent prospects, and we may anticipate the speedy development of fresh oil fields in British Columbia. New Zealand would appear to have a great and prosperous oil future, so great that in a few years the Dominion's output of oil may be more valuable than her output of gold. So you see that Great Britain's native supply of kerosene is likely to be a very small factor in the situation." In many parts of the world the great search for oil—a search as pregnant with romantic possibilities as gold prospecting—is proceeding apace. The moment the winter snows have melted in North-West Canada hundreds of drilling parties will get to work, and any day may bring news of some find worth more in cash than a new Klondyke. One of the most thrilling chapters in the history of man's race for wealth and power will deal with oil prospecting during the next twenty years.

Instead of all the world's being a stage, it's a treadmill.

Manitoba Engines

FROM THE Dealer's Standpoint

There's something in knowing that the article you sell will give the buyer **unusual satisfaction**. Our policy is to make every MANITOBA engine a standing advertisement for the whole line, and have every owner a "booster."

When a man gets that kind of engine at your store he's apt to remember you for other goods. Each and every MANITOBA engine **must** make good, and we stand behind every item of our output with this determination.

Ten years' steady observance of that policy has built up a great big business for us and our dealers get their share. We cover Western Canada with our advertising and create inquiries that you can turn into sales. Write us for catalogue and dealer proposition. We manufacture the following lines, all

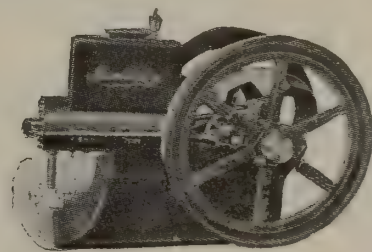


"Made in the West for Western Needs."

Gasoline Engines, 1½ to 25 H.P. Wood and Iron Pumps.
Grain Grinders, 6 to 12 inches. Wood Saws, all sizes.
Pumping and Power Windmills, 8 to 14 feet.

MANITOBA ENGINES LIMITED
BRANDON, MAN. CALGARY, ALTA.

(Formerly The Manitoba Windmill & Pump Co., Ltd.)



Agricultural Engineers Meet

The sixth Annual Convention of the American Society of Agricultural Engineers was held at the Great Northern Hotel, Chicago, on December 26, 27 and 28, 1912. The attendance of members was very good, but the noticeable feature this year was the unusually large number present of manufacturers, designers, etc.

Mr. Sjogren, of the University of Nebraska, presented a paper on "Tests of Corn Planters," which gave the results of a series of tests run on accuracy of drop. It had been noticed that tests run under as nearly normal conditions as possible did not give anything like the high accuracy claimed by the manufacturers, and an effort was made to find the causes of the discrepancy in results and to determine the probable accuracy which might be expected under ordinary conditions. Results of the tests seem to show:

1. That wherever an edge selection plate is used the seed should be graded, as the increase in accuracy is no doubt sufficient to warrant the extra labor.
2. That where a round hole plate is used, the corn had better not be graded.

3. The butt and tip kernels should always be removed.

4. Where the seed has been graded, the amount of seed in the hopper has little or no effect on accuracy.

5. That a medium or slow rate of driving the planter through the field will give best accuracy.

6. That in general the edge selection plate accumulative drop and the intermittent impulse movement gave the greatest accuracy.

Professor C. A. Ocock, of the University of Wisconsin, in his paper on "Draft of the Plow," showed by tables and curves the variations in the draft of the plow as affected by width, depth, type of moldboard, and condition of soil. His conclusions were as follows:

1. Other things being equal, the draft per inch cross section of furrow cut increases with the increased width.
2. That the draft per inch cross section of furrow cut decreases as the depth is increased.
3. That the sharper the curve of the moldboard, the greater the

draft of the plow. Thus a turf or stubble moldboard pulls harder than the sod type of the same size.

4. That soil either too dry or too wet produces a heavier draft than good plowing conditions.

In the paper on "Isolated Gas Lighting Plants," Mr. Eugene Becker, of the Atlantic Blau-Gas Company, described the different systems using gasoline gas, acetylene and Blaugas, with the advantages and disadvantages of each. He pointed out that the admixture of a certain proportion of air made either of these gases explosive, either a richer or leaner mixture being non-explosive: Gasoline 2 per cent to 5 per cent by volume of gasoline vapor, 98 per cent to 95 per cent air; Acetylene 2 per cent to 49 per cent by volume acetylene, 98 per cent to 51 per cent air; Blaugas 4 per cent to 8 per cent by volume Blaugas, 96 per cent to 92 per cent air.

Thus acetylene has a very wide explosive range, Blaugas next, and gasoline least.

One day was devoted to the tractor and standardization questions. In his paper on "Testing of Gas Tractors," L. W. Chase, University of Nebraska, reviewed briefly the results secured through the Winnipeg motor contests and pointed out the desirability of having a similar contest held somewhere in the States, but that it should be devoted principally to the general purpose tractor and leave the large, heavy tractors to be taken care of by the Winnipeg authorities. He outlined very carefully, from his experiences as judge at the Winnipeg contest, just what should be provided in the way of facilities and what he considered the proper methods of handling the scoring end of such a contest. A point made quite emphatic was,

that all data and scores should be posted within a few minutes after being taken and in such form as to be intelligible to the general public. He also offered a new system of classification, three new score cards and a new system of penalties. The discussion was quite spirited but showed that the paper reflected very closely the general sentiment of those present. Later, the special committee on rules for tractor contests had a session lasting several hours and reported a set of rules and score cards slightly modified from those recommended in Professor Chase's paper. After discussion the Society adopted the report of the committee as "recommended practice" for scoring such contests, and formally announced that it was now ready to undertake the scoring of a general purpose tractor contest in the States, upon the receipt of an invitation from the Winnipeg authorities to participate and from a responsible organization which would agree to take care of the financial and business part of the affair.

C. F. Hirshfeld, Cornell University, in his very carefully prepared paper on "Principles of Fuel Oil Engines," explained very clearly the matter of carburetion of various fuel oils, the principles and chemistry of their combustion, and the difficulties met in adapting them as fuels for internal combustion engines. He paid special attention to explaining the beneficial effect of water when ejected in connection with the heavier oils. His paper was fully illustrated with lantern slides, and was generally considered to be perhaps the most valuable presented before the Society for some time.

E. H. Ehrman, of the Chicago Screw Company, in his paper on

A LINE WHICH IS A TRADE GETTER

Raymond Sewing Machines

OVER HALF A CENTURY THE LEADER

NATIONAL CREAM SEPARATORS

THE ACME OF MECHANICAL PERFECTION

PEERLESS INCUBATORS & BROODERS

Manufactured by the LEE MANUFACTURING CO.
PEMBROKE, ONTARIO

THE MOST DEPENDABLE INCUBATOR ON THE MARKET

Write for Agency Contract

The Raymond Manufacturing Co. Ltd.
(Of Guelph, Ontario)

80-82 Lombard Street, WINNIPEG



Mr. Dealer

Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000,

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont.,
Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta.,
Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

"The Standardization Work of the Society of Automobile Engineers," gave the Society a very good idea of the methods and guiding principles for the standardization work of his Society and pointed out the troubles likely to be encountered by the Society in undertaking this work as applied to farm machinery.

The influence of standardization in cheapening production and repairs and keeping down monopoly was brought out in "Standardization in Agricultural Engineering" by J. B. Davidson, Iowa State College. He made clear that such standards, once adopted, are still subject to change whenever experience shows an improvement desirable.

This subject was continued by "Standards in Agricultural Machinery" by J. A. King, Sears, Roebuck and Company. He outlined briefly the points at which the standardization problem should be attacked, laying special emphasis on bolts, screws and nuts, rope and binder twine, wagon gears, oils and lubricants, and mower and binder guards and sections. After discussion, the committee was directed to report from time to time specific recom-

mendations for adoption as recommended practice.

W. J. Brandon, Avery Company, in his paper on "Standards in Gas Tractor Construction" took up the question of standardization as applied to the gas tractor industry, especially as to the matter of horse power rating, magneto dimensions, spark plugs, screw threads, bolt and nut fits, wheel tires, carburetor fittings, etc., but made no specific recommendations.

Saturday was set aside for papers along the teaching phase of the work. A paper by Daniel Scoates, Mississippi Agricultural College, on "Laboratory Exercises in Farm Machinery," brought out the fact that the subject naturally divides into farm mechanics, farm motors, and farm machinery.

Extensive and far-reaching changes were authorized in the constitution of the Society, especially as to classes of members, qualifications of members, methods of electing members, and in dues. The intention is to make the requirements for active membership more rigid, but to provide a wider range of membership through associates, juniors, and affiliates.

Originally composed of college men engaged in the teaching of agricultural engineering subjects, the Society has been broadened to include manufacturers, technical men, etc. The increase in membership has been rapid, that of the present year being between forty and fifty per cent; while under the new provisions of the constitution, and due to the increased interest aroused by the standardization and tractor contest problems, a still greater increase is looked for in the present year.

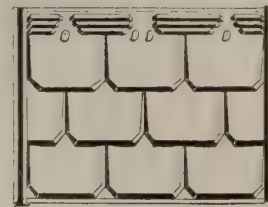
The following officers were elected for the ensuing year: President, L. W. Chase, Lincoln, Nebraska; First Vice President, E. A. Rumely, La Porte, Indiana; Second Vice President, J. A. King, Chicago, Illinois; Secretary, I. W. Dickerson, Urbana, Illinois; Treasurer, J. L. Mowry, St. Paul, Minnesota; Councillor, J. B. Davidson, Ames, Iowa.

No man is stronger than his weakest habit.

It won't do you much good to take a vacation if you are weary from overrest.

We know people who kill two birds with one stone and then want the stone back.

If you want to handle a
**GENUINELY
GOOD ROOFING**
One that you can recommend
and stand behind, then sell



Eastlake Steel Shingles

"There with the wear."

Waterproof

Fireproof

Rustproof

Easy to Lay and
Durable as the Building itself.

WRITE US TO-DAY for
Catalogue and Selling Proposition



**THE METALLIC
ROOFING CO.**
LIMITED
MANUFACTURERS
WINNIPEG, MAN

Head Office: TORONTO, ONT.

SMUT MACHINES



Over five hundred live implement agents in Western Canada are selling the Automatic Seed Grain Pickler. Every machine is sold with a positive guarantee of money back and freight paid both ways if it is not perfectly satisfactory in the user's estimation.

The machine is self-operating, has a capacity of 135 bushels per hour, will pickle any kind of grain, flax included. One machine, being built of copper so as to stand bluestone. The machine is light though strongly built and with ordinary care will last a lifetime.

There are thousands in use in Western Canada today and never yet has a single machine been returned as unsatisfactory. You cannot afford to overlook the agency for this machine. We have a great sales plan for you. Better write today for full information.

The Dominion Specialty Works

Winnipeg - Canada



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well-known, widely advertised

HART-PARR OIL TRACTORS

Our 60 B. H. P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers. Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water or coal troubles. Uses cheapest **kerosene** for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT

Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie.
63 West 23rd St., Saskatoon, Sask.
1622 8th Ave., Regina, Sask.

The Chapin Co., 331, 8th Ave. West, Calgary, Alta.



Consistent Advertising

As you pick up your morning or your evening paper do you ever observe on thing—that is, the advertisements of the great ocean steamship companies? Morning and evening, week in and week out, month after month, these advertisements appear. These companies do not forget to hold steadily in front of the public the fact that they leave the wharves at Montreal, Halifax or New York with unfailing regularity on such a day at such an hour, and, with marvelous regularity, they raise their siren call for the pilot at the mouth of the Mersey or on the reaches of the Clyde.

What has this led to? Simply that this persistent advertising, that never lets up spring, summer, autumn or winter—has built a constantly-growing traffic and an increased tonnage of freight. These ads. catch the eye of those who can afford to travel, the seed of the Wanderlust is sown, and away beyond the gray rim of the darkening ocean unknown lands stretch out their glories before the imagination. The steamship companies know this, and, accordingly, they do not let the public forget.

A brightly-colored view of the Mediterranean Sea; a lateen-sailed boat; a view of the sunset beyond stately palms in Upper Egypt, a few dates and the names of ships—and that advertisement pays a thousand-fold.

Just in that little single column ad. there is a lesson for every business man whose eyes carelessly rest upon it. It has a moral for every dealer, jobber and manufacturer who ever paid for an advertisement. It is the great lesson—the systematic advertisement.

Spasmodic advertising is of little value—the placing of an advertisement for one month; then a silence for four months. The big display and the long silence is not half, nay, not quarter so effective as the steady little ad. that shows up as regularly as clockwork. Better have a quarter page every week than a display page every month, and, if you use a monthly organ, use the same space, or more if possible, every month.

A trade or an individual—it is all the same. The advertisement that is spasmodic misses the mark at the times when it would have drawn trade. When the article being advertised was sought for, when the mind of the customer

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, FEBRUARY, 1913.

or of the dealer was on that particular commodity—at that supreme psychological moment the advertiser was not using space. But a competitor was—one who believed in steady advertising—and he won out and got the business! The well-planned, systematic, advertising campaign is the one that pays—the intermittent and spasmodic appearance of an advertisement is of little use so far as the advertiser is concerned.

An Association Announcement

The following circular letter has been mailed to all members of the Interprovincial Retail Dealers' Association, and it is desirable that acknowledgments be made promptly by those who will attend the convention.

All such replies should be addressed to the secretary of the Association at the address given below. The announcement says:—

811-812 Confederation Life Bldg.,
Winnipeg, Jan. 30th, 1913.

To Members of the Interprovincial Retail Implement Dealers' Association.

You are requested to attend the annual meeting of the Interprovincial Retail Implement Dealers' Association, which will be held in the C.P.R. Royal Alexandra Hotel, Winnipeg, on Tuesday,

February 11th, commencing at 10 o'clock a.m.

As matters of special interest to the whole implement trade of Western Canada will be brought up, and plenty of time allowed for the discussion of all topics that may be introduced, in addition to the program set forth below, it will therefore, be to the advantage of yourself and the trade in general that you attend this meeting.

Program

Roll call 10 a.m.
Secretary's report.
President's address.
Election of officers for the ensuing year.

Question box and discussions on matters of interest to Association and trade.

Luncheon will be provided all dealers present at one o'clock, and in order that arrangements may be completed in this connection, it will be necessary that you notify the secretary if it is your intention to be present. This is imperative, as we must state how many there will be and must pay for that number whether present or not.

Each member is urged to secure at least one new member, collecting from him the annual fee, five dollars to hand in at the convention so that the Association may start the year with a substantial paid membership. Those who cannot

attend are requested to remit fees on or before February 11th.

Trusting that you will make every effort to attend the meeting, and that you will at once acknowledge upon enclosed postcard the receipt of this communication, stating thereon whether you will be present. I am,

Yours sincerely,

F. D. Blakely Sec.-treas.

Money and Manufacture

In considering the capitalization of the six largest farm equipment and machinery concerns in the world today we are confronted by some enormous sums of money. The total amount of the capitalization of the six amounts to \$422,000,000.

Allocating the amounts to the several companies we find that they stand thus:

International Harvester Co., \$200,000,000; Deere & Co., \$65,000,000; Emerson-Brantingham Co., \$50,000,000; J. I. Case Threshing Machine Co., \$40,000,000; Moline Plow Co., \$30,000,000; Rumely Products Co., \$22,000,000; Massey-Harris Co., \$15,000,000.

In Consideration

With the increase in farms in Western Canada we must have a corresponding increase in land values. This means, logically, that the farmer must get the greatest possible return from his acreage under cultivation at the lowest possible cost. How can he do this? Is it not obvious that the most efficient types of farm implements and machinery must be installed in order that the farmer may reap profitable returns on the money that he has invested.

The agricultural implement industry in Canada is on a higher plane today than it has ever been before in the history of the country. Dealers, who are worthy of the name, all realize the importance of doing business on solid business principles, and at a legitimate profit in all deals. Manufacturers are steadily improving the constructional efficiency of farm implements, and are selling them at the lowest possible price, while they are helping the dealer by advertising campaigns, and by other means in a way which they have never heretofore equalled. The manufacturer is anxious to co-operate with the dealer, and with his product he is giving to purchasers

guarantees that no sane manufacturer would dare to make unless he were absolutely sure that his goods would more than fulfill the terms and conditions of the warranty.

The dealer and the manufacturer are conjointly working for better things and for increased business, and the dealers of the West require cohesion and organization, having which, as a solid and powerful body, they should advance in status, importance and financial betterment.

Don'ts for Employees

- Don't hustle.
- Don't arrive on time.
- Don't watch your work—look at the clock.
- Don't say nice things of your employer.
- Don't think. You may better your position.
- Don't worry. The boss does that.

Don't get things accurate. You may be discovered.

Don't work too hard. You may get tired.

Don't improve. You may get a raise.

A consistent adherence to these rules will insure a peaceful old age—in the poorhouse.

Cheerfulness in Business

There are many factors for and against a man who is embarking in a new business venture, but one of the greatest assets that he can have is a good stock of cheerfulness.

Every man who intends to serve the public must necessarily have the philosophy of pleasing the public. Whether he be dealing in confectionary or cultivators, it is all the same. A man may have a large store, well arranged and with finely laid out windows; he may have all the latest novelties in his particular line, but if he has not the correct temperament for meeting the public the rest will not avail him much.

Again and again you will see cases where a business logically should flourish but where it is a failure, this being due solely to the personality of the proprietor. A man who is surly, unaccommodating, even insolent, has little chance of success from a business point of view.

We do not say that he actually meets his customers and repulses them by his uninviting

demeanour, but you seldom find him anywhere except in his office—except when he is out in the store raising Cain about something.

Such an employer has a direct influence upon his help. In such a store the faces of the salesmen give one the impression that if they smiled it would crack the plate glass windows. If you asked them to change a large bill, the look levelled at you has a murderous intent. In short, there is continually a something disagreeable in the air, and it all emanates from the personality of the head of the concern.

The man who has a hearty laugh is blessed; he of the chronic frown is to be pitied. All of us are not born optimists, in fact life makes it so that it is hard for many of us not to be prone to pessimism. From the hard edge of circumstance we view life with a liverish view, or, again, we may be continually suffering from one

order to please his customers. Competition at the present day is far too keen for a man to destroy his chances of business by a forbidding countenance. Smiles sell while frowns turn away trade. Cultivate cheerfulness: it is an asset that you can never overestimate in connection with your business.

Canadian Crops in 1912

Final estimate of the yield and value of the principal field crops of Canada for the season of 1912 have been issued by the Census and Statistics Office of the Department of Trade and Commerce. Upon a total area under field crops of 32,474,000 acres a harvest has been reaped, the value of which, calculated at average local market prices, makes a total of \$509,437,000. The area under wheat last year was 9,758,400 acres, of which 781,000 acres

AN ANNOUNCEMENT

Every Retail Implement Dealer who is interested in the betterment of the trade is cordially invited to attend the annual meeting of

THE INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

which will be held in the (C.P.R.) Royal Alexandra Hotel, Winnipeg, on

Tuesday, February 11th, 1913

The meeting will commence at 10 a.m.; luncheon at 12.30

IN YOUR OWN INTERESTS BE THERE!

C. R. GOUGH, President
Francis, Sask.

F. D. BLAKELY, Secy.-Treas.
811-812 Confederation Life Building

of the many ills that flesh is heir to. Nevertheless, although we are not optimistic naturally, we should try to cultivate the habit. It is a good one, good both for the body and the soul. A gloomy mind and a sour disposition have their direct influence upon our physical being. Let a man make his place of business pleasant for himself, pleasant for his clerks and salesmen. Employees who come to work with the knowledge that their place of business has a cheerful atmosphere, enter it in a cheerful frame of mind and are worth a great deal more to their employer and their firm. A store should be pleasant for the employer, the employee and, above all, for the customer.

That does not mean that a man should be servile in order to sell his goods, but he ought to put himself to considerable trouble in

represents the harvested area of fall wheat, grown principally in Ontario and Alberta but also to a limited extent in Manitoba, Saskatchewan and British Columbia. The total production of wheat was 199,236,000 bushels, of the value of \$123,522,000. Fall wheat produced 16,396,000 bushels of the value of \$13,735,000. Oats upon 9,216,900 acres yielded 361,733,000 bushels of the value of \$116,996,000, barley upon 1,415,200 acres yielded 44,014,000 bushels of the value of \$20,405,000, and flax upon 1,677,000 acres, yielded 21,681,000 bushels of the value of \$19,626,000.

Many a good farmer never saw the inside of an agricultural college.

Did you ever notice how a light sleeper fails to hear the alarm clock?

Personal

J. R. Thompson has discontinued his implement business at Gladstone.

C. T. Halliday has sold his implement business at Pangman to F. H. White.

A. E. Boneding, Rouleau, has sold out his implement business to A. E. Cutter.

R. P. Girton has recently opened a new implement business in the town of Warner.

The firm of Driver & Brady, implement dealers in Radisson, has dissolved partnership.

John Thompson has sold out his implement business in Herbert to Henderson & Kirby.

Schaller and Stephens, implement dealers at Balcarres, have sold out to Forbes and Ely.

A change is reported in the ownership of the Red Deer Implement Company of that city.

Adam Reis has sold his implement business in Loreburn to a retail dealer named A. J. Diemert.

J. A. Fraser has taken over the implement business formerly carried on at Fleming by R. J. Balfour.

G. F. Ellis has bought out the implement business at Duff, which was formerly carried on by R. J. Wright.

H. Swayze has taken over the implement business formerly carried on by W. J. Fairbairn in Carnduff.

Carl Bibberton has bought out the implement business in Deslisle, formerly owned by I. O. Langager.

W. D. Hughes has taken over the implement business in Munson, formerly owned by two partners named Sorvig and Olson.

H. J. Anderson has opened up a new implement business in the town of Strathmore. We wish him success in his venture at that point.

R. H. Lord, treasurer of the John Deere Plow Company, Winnipeg, is at present spending a couple of weeks in Toronto and in Moline, Ill.

D. B. Macdonald, advertising manager of the John Deere Plow Co., recently spent ten days at the factories of the Company at Moline, Ill.

The Craik Mercantile Co., of Craik, has recently sustained a change in its ownership. In the future it will be managed by George E. Caldwell.

J. A. Rollefson, of Hanley, has bought out the implement business in Swift Current that was

formerly carried on by the Farmers' Implement Co.

George Chatlain, who used to carry on an implement business in the town of Dana, has closed his store at that point and has left the implement game.

J. B. Wilson has sold out his implement and machinery store in the town of Esterhazy. The name of the firm who have taken over the business is Junet & Co.

J. A. Loeppky has given up his "Farmers' Implement Stand" at Jansen, having transferred his business to a couple of implement men named Hubbard and Wilson.

J. M. Reid, manager in Winnipeg for the Ontario Wind Engine and Pump Co., recently returned from a business trip to Regina. He reports business as being good.

The implement concern of Moore & McKibbin, of Wawanesa have dissolved partnership. In the future, one of the partners, James McKibbin, will carry on the business alone.

D. Drehmer, secretary and general sales manager of the John Deere Plow Co., is at present on a tour which will embrace the various Western branches of that Company. He will be gone for about two weeks.

M. J. Rodney, general agent for the International Harvester Company at Winnipeg, is at present on a business trip to Chicago, on which he is accompanied by J. C. Brosnahan, assistant general agent at Winnipeg.

The branch of the Hart Parr Co., at Winnipeg, recently shifted its location to 325 William Ave., just off the Market Square and accessible to all car lines. A. W. Johnston, who is in charge of the new warehouse, is always on hand

and is ready to show all interested the intricacies of the gas tractor.

H. Rusted has recently moved into a new business location at 325 William Ave., Winnipeg. He will occupy part of the premises of the Hart Parr Company and will handle gasoline engines, grain elevators, washing machines, etc.

The staff of the automobile firm of J. Maw & Co. has had several additions recently. Fred Seager, formerly of the Olds Auto Co., takes charge of the service department while E. T. Wilbrand takes a position on the sales staff.

The firm of Thomas Moffet & Company, who did a large hardware and implement trade in Ogema, have decided to restrict themselves to the hardware line only. They have, consequently, sold their implement business to a retail dealer named C. P. Ennals.

J. M. Thompson, Western manager for Beatty Bros. of Fergus, Ont., and Brandon, Man., has just returned from an extended business trip to points in the South and East. He visited the home offices and factories at Fergus and reports business as good. In the near future the firm of Beatty Bros. will vacate their premises at Brandon and will remove their Western branch to Winnipeg, where they have secured a fine factory location on Notre Dame Avenue, West.

A Lister Line

R. A. Lister & Co., of Toronto and Winnipeg, manufacturers of the well known "Melotte" cream separators are now selling their make of gasoline engines for the first time in Western Canada.

Their engines vary from 1½ to 8 horse power, and are usually designed as a single cylinder engine although they are also supplied with twin cylinders if desired. The Company also handles the Lister-Bruston automatic electric generating plant which is admirably adapted for farm lighting. This lighting system is self-starting by the mere pressing of a switch and requires practically no attention. All the Lister gasoline engines are very simple in construction and are ideal for farm work, while remarkably moderate in price.

Cultivate Decision.

The man who habitually comes to well-considered and prompt decisions makes no more mistakes than the man who, afraid to trust himself, defers making up his mind until it is forced upon him.

Every man may judge his capacity to decide by looking at his own desk; how many papers and matters are there represented which should have been settled yesterday? How many of them are being still further delayed until tomorrow? How many members of the staff are waiting until the Chief decides?

Cultivate decision—see that your mind and desk are not choked with the business of yesterday. Keep them clear for the affairs of to-morrow.

You cannot push anyone up a ladder unless he is willing to climb a little himself.—Andrew Carnegie.

Sell Cheap—Sell Dear.

The salesman who depends on the price to sell his goods, who tells his customers what a good article he is offering for so little money, who tries to get the confidence of his customers by selling a cheap article, is very much lacking in logical reasoning and does not peer farther into the future than does the giddy gopher. More often than not he loses his customers, who, the next time they buy, go elsewhere, because the article at the low price sold them by the salesman was a long way inferior to their expectations formed by the way he had cracked it up. On the other hand, if a salesman sells a customer a high grade article the customer is pleased and gives the dealer the best form of advertisement anything can have by telling his friends about it, and he soon forgets the original price paid for

the article in the pleasure he has in its possession. Any old salesman will tell you that he has found in his experience very few men who really prefer to handle cheap goods. When a salesman gets it thoroughly impregnated in his cranium that it is just as easy to sell good articles as inferior articles, he, pursuing that policy, finds it vastly more profitable both to his name and to his bank account.

An "Iron Horse" Invented.

W. S. Plummer of 3105 Olive Street, St. Louis, Mo., a mechanic, is trying to organize a company to manufacture in St. Louis a motor machine he has invented, and calls it the iron horse. The machine is designed for special use in soft plowed ground. The machine is driven by a gasoline engine, and Mr. Plummer says it will supplant the horse on small as well as large farms.

In the rims of the wheels are feet which are designed after the hoofs of a horse. These feet remain even with the rim of the wheel until they almost reach the ground in a revolution of a wheel. When the hollow foot is forced down by a cam, it presses the ground beneath it and then the machine rises on its toes and thereby can be forced along the softest of earth, Plummer asserts. The feet can be regulated to protrude any distance or remain within the rims of the wheels altogether.

The machine is designed to draw plows, harrows, corn disks, reaper, planter, mower, binder, rake and wagon. The lightest will weigh about 4,000 pounds. Plummer hopes to place them on the market for as little as \$500.

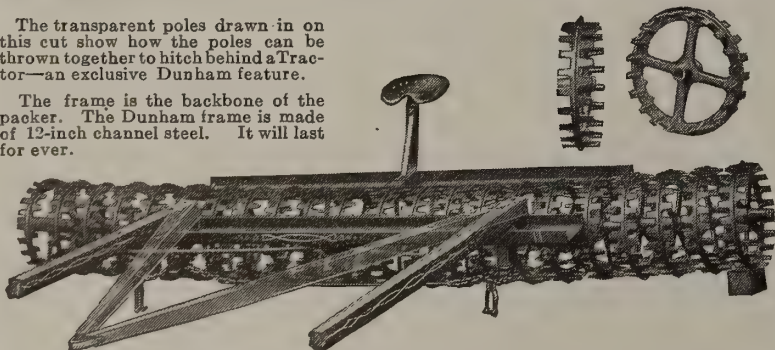
Some Secrets of Success.

"What is the secret of success?" asked the Sphinx.
 "Push," said the Button.
 "Never be led," said the Pencil.
 "Take pains," said the Window.
 "Always keep cool," said the Ice.
 "Be up-to-date," said the Calendar.
 "Never lose your head," said the Barrel.
 "Make light of everything," said the Fire.
 "Do a driving business," said the Hammer.
 "Aspire to greater things," said the Nutmeg.
 "Be sharp in all your dealings," said the Knife.

THE Dunham Canadian Soil Packer

The transparent poles drawn in on this cut show how the poles can be thrown together to hitch behind a Tractor—an exclusive Dunham feature.

The frame is the backbone of the packer. The Dunham frame is made of 12-inch channel steel. It will last for ever.



A Big Money Maker for Live Dealers

Write for special circular and money making proposition to dealers in open territory.

The small cut shows the wheel used on the Dunham Canadian Soil Packer.

ROBERT E. BROWN, Sales Agent

102 & 103 Donahue Block

REGINA, SASKATCHEWAN

Stock carried at Winnipeg, Regina and Saskatoon

Thirty Years of Strenuous Life: An Appreciation

Many men in the world of business today, men in different professions and in different spheres of energy, have compressed a tremendous amount of work into a comparatively brief space of time as years are reckoned.

Life has been alluded to as a mere white beam of light severing two great immensities of Eternity, yet, in their traversing of that brief light-path of the ages, some men leave a record of great deeds, of dynamic energy applied, and of honest work; a record which, after all, is the finest tombstone a man can hope to have. Such a man we have today in the personality of H. W. Hutchinson, whose name is known wherever implements are sold in Western Canada.

He was born on Oct. 20th, 1862, in the village of Leskard, in the county of Durham, Ontario. Shortly after that year his father moved to the village of Enniskillen in the same county, embarking in business as a general merchant.

He was educated at the public school in the village, thereafter at Albert College, Belleville, where he obtained a diploma at the termination of his studies. As a youth he decided that his taste and acquirements adapted him for a business career, and he resolved to seek the earliest opportunity of entering the field of commerce. Accordingly, at the age of twenty, he came West to Winnipeg to fill the position of bookkeeper for D. Maxwell & Son. This was on January 4th, 1883 and, on November 1st of the following year, we find him promoted to the position of Western manager for that concern.

Four years later, in November 1888, he severed his connection with D. Maxwell & Son, accepting the position of Manager for the F. A. Fairchild Co., of Winnipeg. On July 1st, 1897, the F. A. Fairchild Co. was succeeded by The Fairchild Co., Ltd., the manager and secretary appointed being H. W. Hutchinson.

In April, 1904, he acquired a controlling interest in the Fairchild business, continuing it, however, under the old name and was elected president of the company.

In the beginning of the year 1908 this company sold out to the John Deere Plow Company, Mr. Hutchinson taking stock in the plow concern and the position of managing director and vice-president thereof.

Mr. Hutchinson was the first

implement man to be chosen as president of the Winnipeg Board of Trade, being elected to that office for the year 1904,, since which date he has been an active member of the Council and is a member of several committees, and chairman of the Shippers' Section.

To give some idea of his business energies, we may mention that he is president of the following companies: The Fairchild Co.,

In social life Mr. Hutchinson is a member of the Manitoba and Canadian Clubs, also of the St. Charles Country Club, although he can scarcely be classified as a club man. He enjoys a quiet game of golf, which is his principal recreation nowadays.

In politics he has always taken a considerable interest and has been offered the nomination more than once as representative in the local Legislature for Winnipeg, and upon two occasions has been requested to stand for nomination as Winnipeg's member in the Dominion Government, an

ability. Throughout his thirty years in our Prairie City he has never lost faith in the West—and that his confidence was justifiable is proven by his success.

A man who is known throughout the ranks of the entire trade, whose name is synonymous with strict integrity and unimpeachable character, he is an example today for the younger set in the implement business of Western Canada. What man has done man cannot always do, unless he possesses the same timbre of character, the same natural gifts, and the same capacity for hard, conscientious work. Even so, the personality of H. W. Hutchinson is a book wherein the younger men in the game may read, consider and copy—and the study will assuredly lead to their ultimate success.

In Retrospect

On the evening of January 9th, in order to celebrate the thirtieth anniversary of his entry into the implement trade of Western Canada, Mr. Hutchinson entertained his implement friends at the Manitoba Club.

In a speech replete with reminiscence and retrospect, Mr. Hutchinson related many interesting facts anent the trying pioneer days in the West. These were the days of small things but of immense potentialities.

We give extracts from the interesting address delivered by the host at this banquet of implementarians, at which Mr. E. A. Mott, on behalf of the Winnipeg implement men, presented Mr. Hutchinson with a beautiful rosewood humidore, as a token of their regard for him as a business associate in the implement business of Western Canada.

Mr. Hutchinson said:—

"Mr. Chairman, gentlemen, competitors and friends, I cannot express to you tonight my appreciation of the honor you have done me in consenting to be my guests this evening. I exceedingly regret the absence of others engaged in the implement trade that I would like to have had as my guests, but I am deprived of that pleasure because of the illness of some, and the absence of others from the city.

"This little festive occasion tonight is to commemorate my thirty years' active service in the implement business of Western Canada, and I have felt for some time that I should like to give some such token of appreciation to my competitors, whose unfailing courtesy has ever been a pleasure and an inspiration to me.

"I have not prepared any address, nor any set speech, as I do



H. Wilbur Hutchinson

Ltd.; The Consolidated Mortgage Co.; Mortgage Investors Limited, Winnipeg Trust and Mortgage Co., all of Winnipeg, and the Brockville Atlas Motor Co., of Brockville, Ont.; and is vice-president of: John Deere Plow Co., Ltd.; Anchor Wire Fence Co., Ltd.; Chandler Fisher Co., Ltd.; Security Investment Co., and the British Crown Mortgage Co., all of Winnipeg, and is a director of: Deere & Co., Moline, Ill.; The North Empire Fire Insurance Co., the Bank of Hamilton; Bresleau Land & Coal Co.; and the Crown Security Co., of Winnipeg; the Estevan Brick and Coal Co., of Estevan.

Naturally, during the last thirty years, he has seen many changes in, and a great extension of the implement trade generally.

honor which he, however, did not care to accept owing to the absorption of time by his multifarious business interests.

Outside of business hours he devotes a great deal of his spare time to church and charitable enterprises, and he has ever been actively associated in the raising of funds for these commendable and praiseworthy objects.

He has been married twice—in 1885 to Miss MacLean, who died in 1897—and in 1899 he was again married to Miss Charlotte B. McGregor of Hamilton, Ont., by whom he has one child, a son, now eight years old.

The motto of Mr. Hutchinson's life, to which is due his success, is simple. It hinges on three factors—hard work, doing things, and applying his great organizing

not think you expect that, nor would you enjoy it. I thought, however, that on an occasion of this kind it might prove of interest to you if I were to make some reference by way of contrast to the conditions that existed in the North West thirty years ago, when I came here, and those that exist today. I have, therefore, before me a few figures relative to the wonderful development that it has been my good fortune to witness. I know we are all more or less engaged with figures in our business, but I believe that those I shall refer to will prove of interest to you.

"It was the morning of the 5th of January, 1883, that I arrived in Winnipeg, and the temperature was 30 below zero. I strolled down Main Street—in those days a serpentine trail without pavements of any kind. I had reached the wonderful city of Winnipeg, which as an Eastern boy I had heard much about, as the famous boom of 1882 had brought Winnipeg very prominently before the eyes of the Eastern people.

"The resident population of Winnipeg at that time was stated to be 12,500, with probably 2,500 additional transients, many of whom had gone through the boom of 1882. It may surprise you to

know that the total population of all Western Canada on January 1st, 1883, was 91,812, including half-breeds and Indians.

32,829 resident in Saskatchewan,
43,000 resident in Manitoba,
15,583 resident in Alberta.

"The Dominion Government census of June, 1911, gave the West a population of 1,281,058, divided as follows:—

Saskatchewan 453,508
Manitoba 454,681
Alberta 372,919

to which we must add 420,000 of an estimated increase since then.

Crop Area

"In 1883 the total area in crop in the West was 536,000 acres, and the total yield therefrom, including oats, barley, wheat, flax, was 17,063,000 bushels. The area in crop in 1912 was 17,642,000 acres. Yet, gentlemen, the total area under crop in 1912 of 17,642,000 acres is less than one tenth of the total arable land in the three Western provinces capable of producing grain without any further effort than plowing the virgin soil and sowing the seed.

"Now, if you can let your imagination carry you, not into the

distant, but into the immediate future, is it not reasonable to assume that in five years' time thirty million acres will be in crop with a probable yield therefrom of one billion bushels?

Railways

"When I came to Winnipeg thirty years ago from Toronto, I had to come through the States, as we had no connection with the East over Canadian territory, and it took me four days to make the trip, whereas, today I can make the same trip in forty-two hours. The total mileage of railways in the West in 1883 was 1,652 miles. Today there are in Western Canada, exclusive of B. C., 12,745 miles of railway lines.

Banking Facilities.

In 1883 there were only fifteen chartered banks in the West, which had grown to 822 in 1912, located as follows:—

	1883	1912
Manitoba	10	196
Saskatchewan ...	2	372
Alberta	3	254
Total	15	822

"What a marvelous growth, and what a contrast!"

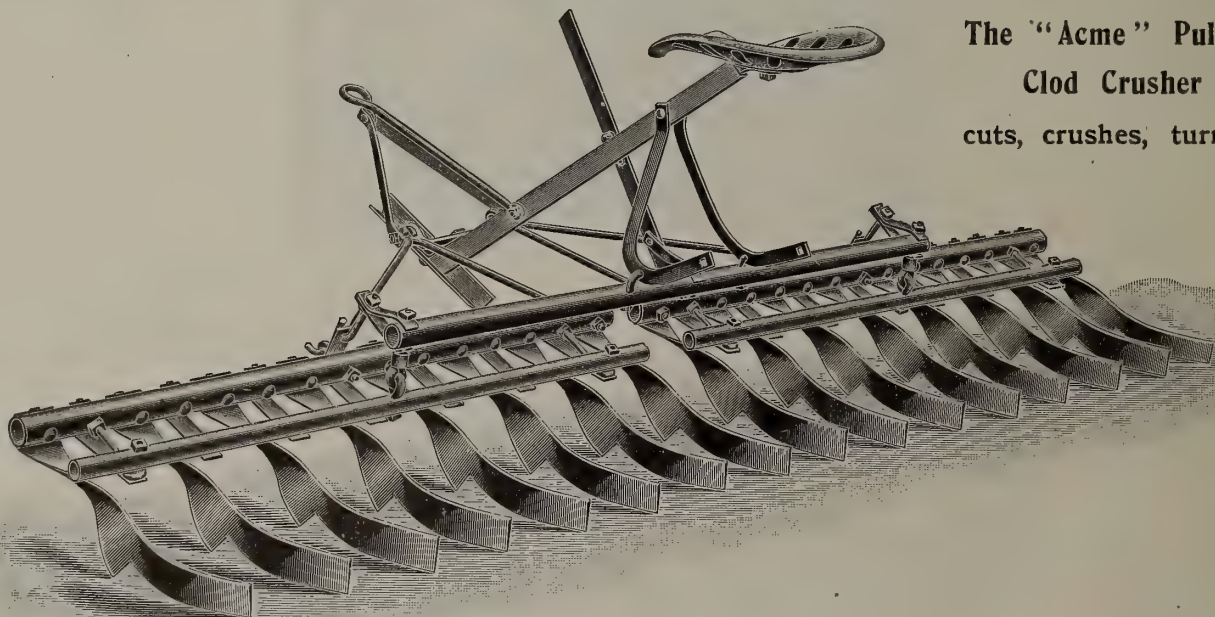
An Exhibition Ship.

According to a recent issue of consular and trade reports the American Manufacturers' Export Association will in the course of a short time commence fitting out a vessel as a floating show room, to visit foreign countries with samples of articles manufactured in the United States, and it is further stated that the first cruise will include all Latin American countries in Central and South America. This vessel will have a mean tonnage of 14,000 tons, and will be remodeled 'tweendecks with booths and separate compartments to meet the requirements of the manufacturers who will patronize the movement. The assistant secretary of state has issued instructions to consular and trade agents in these countries to assist the venture in every way possible, and it is generally accepted by those concerned to be an action that will be wide reaching in its effects on trade with the countries visited. The exhibits will include machinery, motor boats and cars, factory supplies, hardware, household ware, dry goods, food products, drugs, paints, oils, and all the variegated commodities manufactured in the United States.

Do you smile or scowl?

Your Customers Demand The "Acme" Harrow

The only Harrow suited to every farmer's needs. A size to meet every requirement. The only implement needed between plowing and planting — no matter what kind of soil is to be worked.



The "Acme" Pulverizing Harrow
Clod Crusher and Leveler

cuts, crushes, turns, smooths, and levels all in one operation. Cuts down to and pulverizes the under soil, chops the trash and leaves it buried. Light in Draft, strong and durable, easily handled.

Sizes: 3 feet to 17 1-2 feet wide

Write our General Agents for Catalog, Prices and Terms for 1913

GENERAL
AGENTS:

John Deere Plow Co., Limited

Winnipeg, Man.; Regina, Sask.; Saskatoon, Sask.; Lethbridge, Alta.; Calgary, Alta.; Welland, Ont.

MANUFACTURED
BY

DUANE H. NASH, Incorporated

**307 DIVISION AVE.,
MILLINGTON, N.J.**

Brockville Vehicles—The Very Best

INVITATION

Samples of our 1913 Vehicles are now on display. These take up the entire floor space of one of our large sample rooms.

Every Dealer and Bonspiel Visitor to the city should look these over.

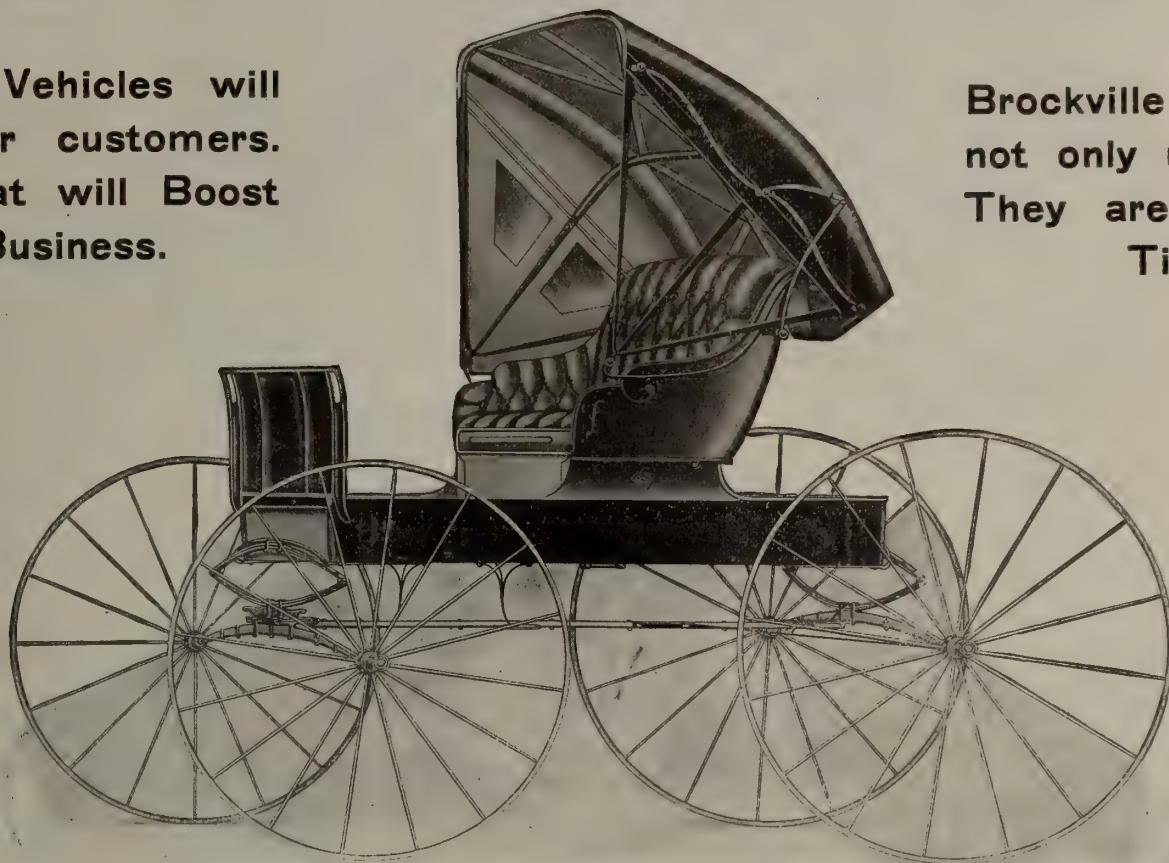
Brockville Vehicles have always been in the lead. The styles for 1913 are years ahead of any other make.

Ask to see our "Wrought Iron" Line.

You will be welcome, make our office your headquarters while in the city.

Brockville Vehicles will please your customers. That's what will Boost your Business.

Brockville Vehicles are not only up-to-date. They are "Ahead of Time."



No. 548 BROCKVILLE AUTO SEAT AND TOP

Most Complete

The Brockville line is the largest and most complete line of vehicles offered to the trade in Western Canada.

LIGHT RUNABOUTS, OPEN-ROAD WAGONS, CONCORDS, TOP BUGGIES, DEMOCRATS, SURREYS, SPECIAL JOBS, DELIVERY WAGONS, SCHOOL VANS, PONY CARTS, Etc.

Whatever your customers require can be supplied from the Brockville line.

It is worth something to YOU to handle the largest and most complete line, and to be able to supply any style of vehicle that your trade may call for.

Suiting your customers' requirements is what will build up a profitable trade. BROCKVILLE VEHICLES WILL DO THIS.

Send For Vehicle Catalogue No. 46

Always Leading

Every improvement that adds to the appearance or increases the serviceableness of a buggy is first brought out on the Brockville line. "Others follow."

The Brockville was the first buggy to be equipped with "Inside Top Joints," whereby the top could be raised and lowered from the inside. One of the best improvements ever introduced on a top buggy.

Look at the Brockville Wrought Iron Line. Examine the body. THE STRONG CORNERS—RIGID PANELS—PLUGLESS SIDES. A combination of strength and neatness.

Those qualities appeal to your customers. They are looking for them. WHY NOT SUIT YOUR CUSTOMERS BY SELLING THE BROCKVILLE LINE?

Handle the Brockville Line

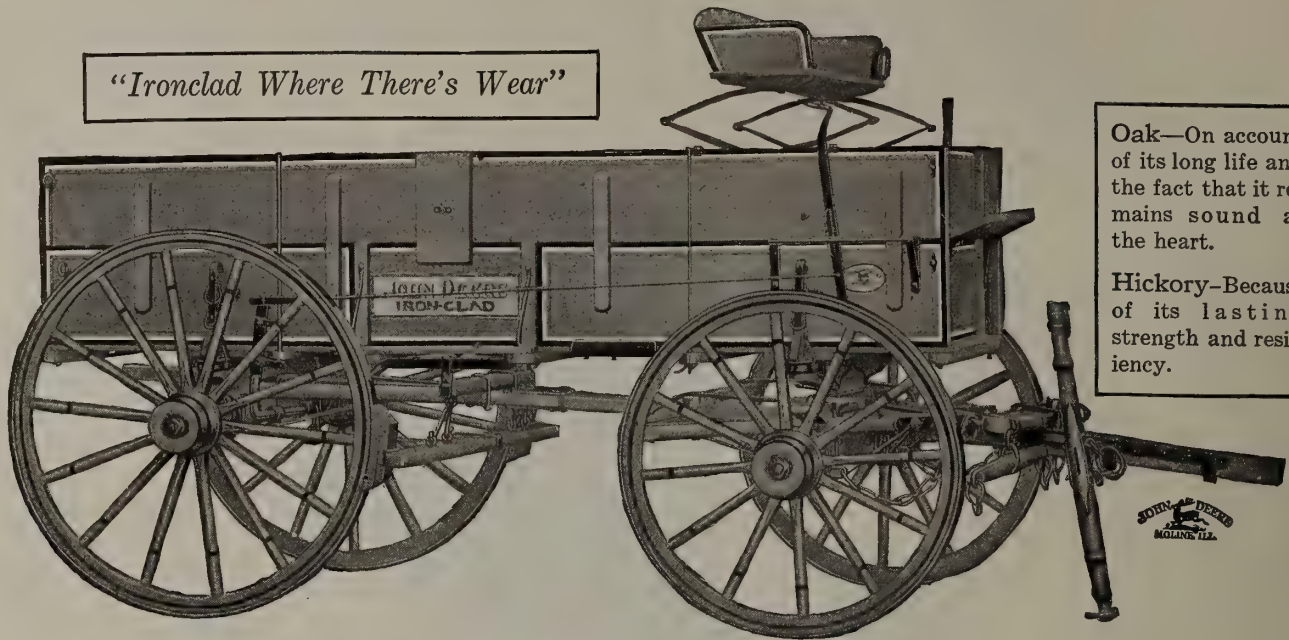
JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Lethbridge Edmonton

John Deere Ironclad Wagon

"Ironclad Where There's Wear"



Oak—On account of its long life and the fact that it remains sound at the heart.

Hickory—Because of its lasting strength and resiliency.

Look at These Gears

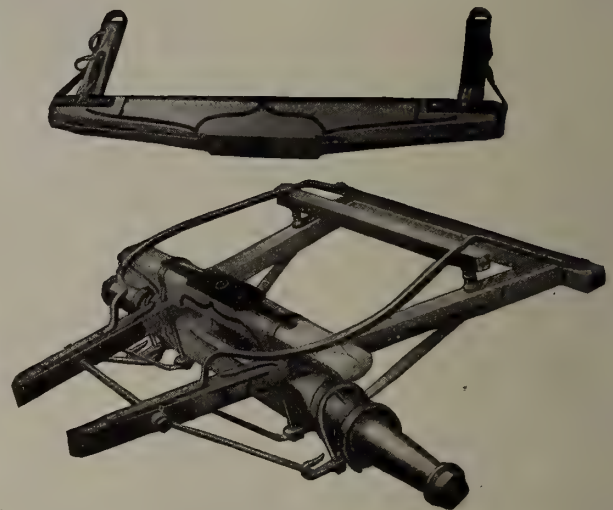
EVERY piece of wood stock in them is clear, select oak or hickory. Each piece is full size, cut with the grain and well proportioned to do its work.

Here's what you have to offer with the John Deere Ironclad Wagon:

HICKORY axles	OAK felloes and rims
HICKORY singletrees	OAK hubs
HICKORY doubletrees	OAK-HICKORY spokes
HICKORY neckyokes	OAK tongue and reach
OAK hounds and bolsters	

Seasoning—Stock is air-dried and thoroughly seasoned—not kiln-dried. Tell your customers about this. It is as strong a guarantee as can be put on any farm wagon. It fully protects your customers. We will back up every word of it.

You have something to talk about with the John Deere Ironclad Wagons—REAL WAGON SUPERIORITY.



See How They Are Ironed

Notice that the circle irons extend back to the slider bar. The bolster plate is extra wide and has forged extensions, (not welded) that extend out under the axle clips. Extra heavy flat truss that runs under the entire length of each axle adds strength and does not interfere with resiliency. Braces follow hounds full length. Solid reach box prevents wear.

These are the things that put the John Deere Ironclad Wagon in the foremost rank among farm wagons. With it you can give your customers REAL WAGON VALUE.

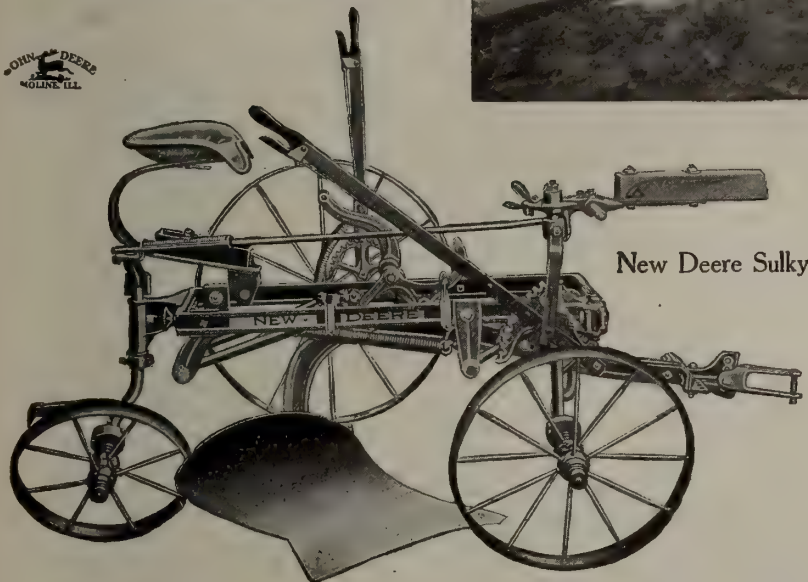


Get This Book: "How To Buy a Wagon of Quality." Shows how to tell an inferior wagon and what to expect in a good farm wagon. Every wagon salesman ought to read it. It contains arguments for high-class farm wagons that heretofore have not been published. It is a valuable book for your clerks.

Remember this—You don't have to be afraid to guarantee the wood stock and workmanship of a John Deere Ironclad Wagon

John Deere Plow Company, Ltd. : : : Winnipeg
Regina Calgary Edmonton Saskatoon Lethbridge

NEW DEERE LIGHT DRAFT SULKY AND GANG.



New Deere Sulky

New Deere Sulky and Gang

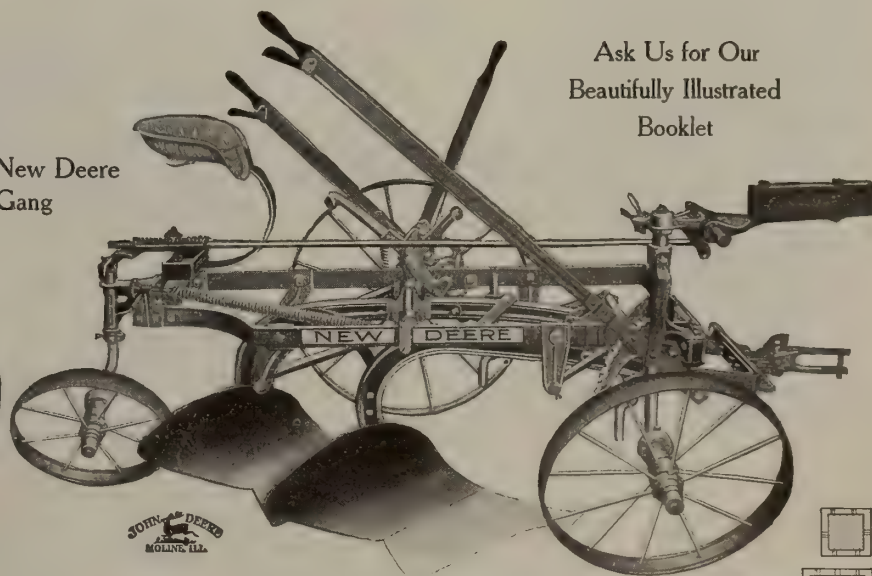
NEW Deere Light Draft Sulky has an effective foot lift. New Deere Light Draft Gang has a combined foot and lever lift—either or both may be used. With the New Deere auxiliary hand-lever, even a small boy can handle the gang under all conditions. Both have adjustable landing lever, right or left hand; any style hitch; steel eveners.

Where the New Deere Excels

- 1 Quality of Work**—Unless a plow does perfect work, it is not worth what it costs, no matter what the price.
- 2 Ease of Management**—Have regard for your customers' comfort. Sell only plows that can be operated with little effort.
- 3 Lightness of Draft**—Horses should not be worked harder than necessary. Horse-flesh and horse-feed cost money. An extra one-eighth horsepower added to the draft will cost the price of the plow very soon.
- 4 Strength and Durability**—Repairs are expensive. A good plow lasts longer than a poor one.

WINNERS AT PLOWING MATCHES HELD IN NORTHWESTERN IOWA

Sept. 5, 1912	Sept. 12, 1912	Sept. 14, 1912
Webb, Iowa	Cherokee, Iowa	Kingsley, Iowa
New Deere Gang Plow took first prize.	New Deere Sulky took first prize and Sweepstakes prize.	New Deere Gang and New Deere Sulky each took first prize.

New Deere
Gang

Ask Us for Our
Beautifully Illustrated
Booklet

John Deere Plow Company, Ltd. - - - **Winnipeg**
Regina Calgary Edmonton Saskatoon Lethbridge

The Path of the Inventor

It seems to be, through some strange reason, an unforeseen conclusion that the path of the inventor shall be beset by heart breaks. Inventors so often possess the vision that aids them in persevering to attain an end that to most of us seems an utter impossibility, yet in the end we find that what we call their madness is but genius. The Government of the United States has lately passed a law that enables the author or inventor to have for a limited time the exclusive right to their respective writings and discoveries. This is a piece of wise legislation, and the word "exclusive" should gladden the heart of the struggling inventor who has, perchance, to exist upon royalties that are mere pittance.

The word "exclusive" implies a monopoly—at least for a period—to the inventor. There is no doubt that the stupendous wealth and prosperity of America is largely due to its inventors, and, although that statement may seem strong, it can easily be proved to be absolutely true. An inventor, in a letter to the "Scientific American," points out some of the things that America has to thank the inventor for. He says:

"The vast resources have existed since prehistoric times, but their present utilization has been possible only through the work of

the inventor. The cotton gin made cotton a profitable crop, the steamboat and the railroad made it possible to raise it in the interior, and it has gone on increasing until this year Texas alone raised \$300,000,000 of cotton. The railroad, while first tried in England, was first proposed by an American inventor and first brought to perfection in America as a freight carrier. The steamboat was distinctly American. Agricultural machinery was the product of this country, and without it the middle West would still be "The Great American Desert," as it was once called. There intensive farming will not pay on account of scanty rainfall, but extensive farming will; and one man can with the present labor-saving machinery farm as much as twenty men could by hand, and do it better. The Secretary of Agriculture estimates the farm products of 1912 at nearly ten billion dollars. How much would it have been without the American inventor? What per cent of this enormous sum goes to him for his inventions?

"John Deere, who invented the modern steel plow; McCormick with the reaper, Appleby with his twine binder, are dead; the original patents have long since lapsed, but the country is still reaping the benefits. Was the exclusive rights to their inventions an injury? Goodyear struggled

for years, in poverty and failure, with splendid courage and hope, to make a useful product from the useless raw rubber. His ultimate success and the right for seventeen years to control his invention was a small reward for his long struggle. The government could not give him back his time, it could not return his youth; all it could do was to secure his rights for a few years. Was this an injustice to the public? Of what account was his profit in the first years of the industry compared to the comforts and conveniences to which his invention gave birth? And his story is but one; there are thousands of others, most of them obscure, who labored no less diligently to improve conditions and appliances of mankind, many like him confronted for years by poverty and bitter failure, made still more bitter by the jeers of those they were striving to benefit."

He Died

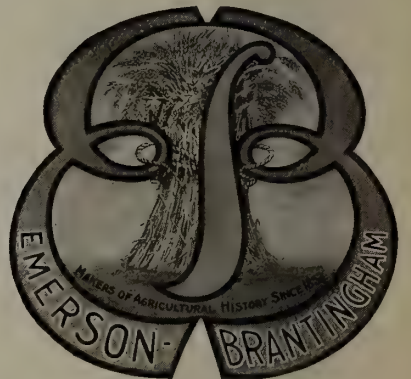
The following quaint description of a boiler explosion that occurred in the remotely primitive era of steam engineering, is ascribed to an English engineer of the early part of the eighteenth century. It has some analogy to the captains of the famous river boats on the Mississippi—who used to set a

nigger on the end of the safety-valve lever to keep the pressure up.

It says: "When the weight was at the farther end of the steelyard, the force of the steam being then very strong, would lift it up, and the steam would go out at the valve rather than spoil the boiler. A man who knew naught of the nature of the boiler set about to run it, and thinking to make his work done the quicker, hung a heavy plumber's iron upon the end of the steelyard, the weight itself being in like manner at the very end. The result proved fatal; for the strength of the steam collected until its force rent the boiler with a mighty explosion, and killed the poor man by the pieces which flew asunder."

It is highly probable that this ill-fated man initiated the practice described, and led the way for a numerous line of imitators, who, like himself, knew naught of the violent nature of the commodity they were trifling with until shown by a practical, if at the same time deplorably disastrous, demonstration.

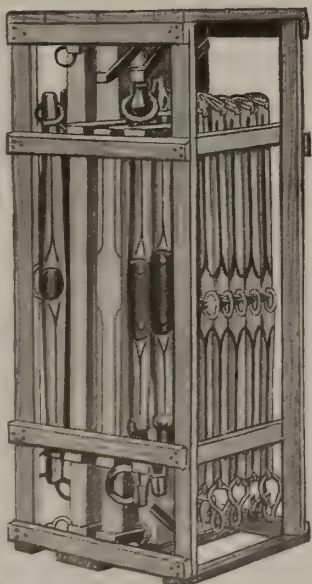
A New Trade Mark



The Emerson-Brantingham Trade Mark.

The new Emerson-Brantingham trade mark has just been approved by the Company. The design is both appropriate and attractive. The two large initial scroll letters E and B in gold with bright red borders are joined with the rope from a sheaf of wheat in the background. Behind the sheaf the sky is a pretty light blue; the foreground is a harvest green upon which appear the words "Makers of Agricultural History since 1852." The name, Emerson-Brantingham, appears in gold-bordered black letters on the lower parts of the E and B. The new trade mark has been accepted and is rapidly being put into use.

Six Complete Painted Wagon Sets, Crated



This cut shows a crate of six complete Wagon Sets, Painted. The crate is built to fully protect the goods in shipping from being marked or scratched. Weight, complete crate, 225 lbs.



SIX-HORSE TANDEM EVENER

The above cut shows our Six-Horse Tandem Evener for gang plows, with two horses in the lead and four horses in the rear. This Evener is a positive equalizer and no chance for any one horse to get the advantage over the others. This Evener is attached in the center of a gang plow, thereby relieving all friction on the land side of the plow. It is built to give all six horses plenty of room to spread out and walk freely. Our special claim is that if either the lead or rear horses should stop suddenly then no chance to tangle up the horses, for the rod of the lead team works through a loop under the rear four-horse eveners and is arranged with a stop. Weight, complete, 70 lbs.

We also carry a complete line of three-and four-horse plow eveners; three-horse wagon eveners; three-and four-horse hitches; five-horse tandem eveners, etc.; duplicate plow shares and binder and mower parts.

D. Ackland & Son, Ltd.

73 HIGGINS AVENUE, WINNIPEG

Tractioneering in Winnipeg

The school of tractioneering, which was held in the Winnipeg headquarters of the M. Rumely Company, near the Exhibition Grounds, during the latter end of January, was a great attraction for the farming community. More than 200 farmers, from all over Manitoba and Saskatchewan, came to Winnipeg to take advantage of the two-weeks' course in the care and operation of the modern tractor.

The object of these traction school classes, as we have already said in these columns, is to increase the interest of the prospective purchaser by giving him thorough instruction in the use and repair of the gas tractor. These classes are conducted by the Indiana School of Tractioneering and will be held in Regina after the Winnipeg course is finished. Calgary, at present, has one of these branch schools in session.

Saskatoon, Estevan, Yorkton, Edmonton and Brandon are other points where these schools will be held—in each for a period of two weeks. The idea is excellent, since such competent instruction is a great advantage to the introduction of power farming on a large scale throughout Western Canada. It is, indeed, the day of mechanical farming, when we consider that there is more mechanical horse power used on the prairies in tilling and reaping the soil, in the ordinary daily routine of farm power, than there is used in the sum total of all the industrial and commercial activities of Canada.

A BT Hanger

We recently received a hanger from Beatty Bros., of Brandon, Man., and Winnipeg. Upon it are depicted all the various lines manufactured and marketed by the company, their barn and stable fittings, pumps, churns, washing machines, etc. This progressive concern employ 250 men, and persistently follow their motto—"BT stands for Best." Their new factory at Winnipeg enables the Company to give the best possible service to their customers throughout Western Canada, and their lines should prove a good proposition for the implement dealer who handles them. The head office and factory of the Beatty Bros. Company is at Fergus, Ont., where they are at present very busy producing the many lines which are marketed throughout the Dominion.

Selling Notes for Cash

For the purpose of relieving primarily the manufacturers of agricultural implements of the burden of carrying a large amount of the notes and "receivables" accepted in part payment for their products, as well as the manufacturers of other standard commodities, C. F. Childs & Co., Chicago, have been instrumental in organizing the Farmers and Manufacturers Credit Company, capitalization \$200,000, which is to purchase such notes for cash.

The vast amount of business handled by farm implement manufacturers on deferred payments is little appreciated by the public. The handicap to the manufacturer who is compelled to tie up his working capital and credit is obvious when it is stated that the

farmers of the United States alone borrow annually about \$500,000,000, of which sum the implement manufacturers indirectly supply about 50 per cent.

Instead of borrowing at the banks a sufficient sum to finance these time notes the manufacturer will sell them for cash at a fair discount.

The Farmers and Manufacturers Credit Company will pledge with a trustee the notes it purchases and against them issue short-time collateral trust bonds.

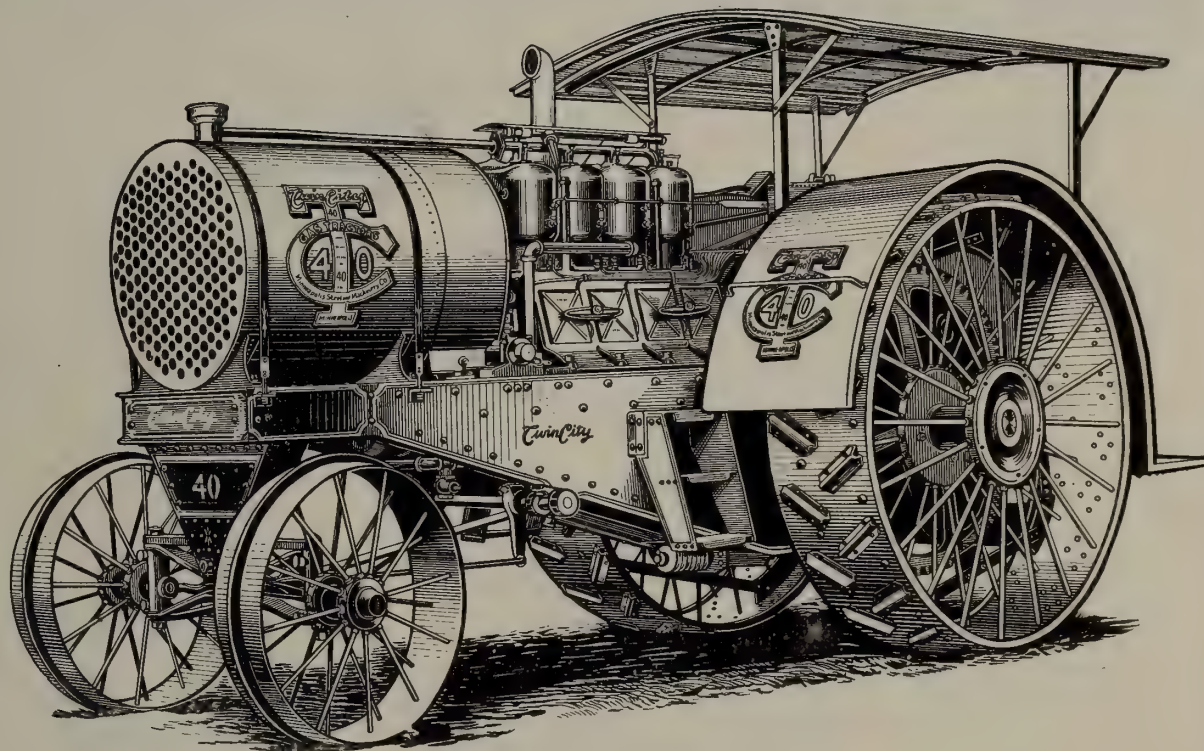
Through this operation the chief assets of the manufacturer will be used as security for a series of bond issues which will instantly be recognized as a conservative investment, since no form of credit is more highly regarded than that of the farmer.

Cheering Him Up.

"Just before his departure for Spain," said a magazine editor, "I dined with Mr. Howells in his Half Moon Street apartment in London. A popular novelist called after dinner. He told us all about his phenomenal sales. Then—fishing for compliments, you know—he sighed and said: 'I grow richer and richer; but all the same, I think my work is falling off. My new work is not so good as my old.'"

"Oh, nonsense!" said Mr. Howells. "You write just as well as you ever did, my boy. Your taste is improving. That is all."

It must be that some girls dread the idea of becoming old maids, or they wouldn't marry the kind of men they do.



The Twin City "40"

If you are open for a real dealer's proposition for a tractor that looks good—that is good—get the facts about the

Twin City Tractors

Built in Two Sizes

25 Tractive H.P.—40 Tractive H.P.

Let us show you the records that Twin City Tractors made in 1912. They tell of the success of scores of machines in the heaviest kind of work, in Canada, in the United States, in Mexico, Cuba and South America.

They have made good for their owners.
They have made profits for dealers.
They will make a reputation for you.

Write for Catalog and an Agency Proposition

MINNEAPOLIS STEEL & MACHINERY CO. OF CANADA LTD.
REGINA, SASK.



Top Row reading from left to right: W. White, Joint Winnipeg Manager; Joseph Clarke, C. S. Symmonds, H. O. Grubbs, S. Warren, G. H. Cook, J. H. Turnbull, Regina Manager; C. R. Laird, W. A. Fleming, J. W. Maib, Wm. Galbraith, E. J. McKee, Joseph Ritchie.
 Second Row reading from left to right: J. Wade, J. Levy, W. H. Curtis, Harvey McCallum, Thos. Elgie, C. W. James, Henry Bird, T. A. Drummond, Works Superintendent; George Beatson, M. J. Allan, Chief of Engineering Dept.; T. R. Bell, E. J. Ramsay.
 Bottom Row reading from left to right: Wm. Keith, J. McEwing, T. B. Christie, Works Manager; J. A. Findlay, W. R. Miller, W. A. Bailey, R. Harmer, President and Gen. Manager; T. S. Depew, Secretary-Treasurer, S. W. Tripp, James Paterson, J. C. Ramsay.

Annual Meeting of Sawyer-Massey Co.

The annual dinner of the officers, heads of departments and visiting representatives of the travelling staff of the Sawyer-Massey Company was held at the Hotel Waldorf, Hamilton, Ont., Friday evening Jan. 10th, with nearly one hundred present.

Mr. T. S. Depew, secretary-treasurer of the Company, acted as chairman, and after an interesting menu was discussed, various toasts were proposed and responded to.

The keynote of the evening was struck by Mr. R. Harmer, president of the Company, in an informal address which reviewed briefly the seventy-six years of the Company's history, touched on the gratifying increase in the business of the Company during the past three years, and the efficient and loyal co-operation of the factory and sales organization.

There were present not only officers, heads of departments and shop foremen, but the Ontario travelling staff in force and a score of representatives from the Provinces of Alberta, Saskatchewan and Manitoba, working out of the Winnipeg and Regina Branches.

A musical programme was provided which put the finishing

touch to the thorough enjoyment of the evening.

Mr. Robert Christie, father of T. B. Christie, works manager, was an honored guest, and was called on for reminiscences. Mr. Christie was for over forty-four years actively engaged with L. D. Sawyer & Co., Sawyer & Massey Co., Ltd., and Sawyer-Massey Co., Ltd. His remarks were timely and of keen interest.

Mr. Turnbull in his able manner spoke of his organization, dwelling on the work and the loyalty of his travellers and office force, of their unbounded faith and enthusiasm in the goods and the plant behind them. He congratulated the president, Mr. Harmer, and the factory executives on the strides the company was making, evidenced in the larger number of new, high-class special tools and the additions they had made and were at present making to their already large plant. The high efficiency of the goods was a matter of congratulation to both the travellers and their customers, and Mr. Turnbull displayed great enthusiasm over the goods and the loyalty to the company and himself of the men working with him.

Mr. White, in a few well chosen words emphasized the satisfaction it was to the travellers to sell such a product as the Sawyer-Massey Co. was making, and of the pleasure it was to him person-

ally to have such a fine body of men working with him. He referred to the cordial feeling existing between the men themselves, their splendid loyalty to the company and himself, and the pleasure it was to them to see the additions being made to the plant, and the installation of such fine equipment.

The banquet was the culmination of a week spent by the travelling representatives of the Sawyer-Massey Company in visiting the factory and studying factory methods and product.

These meetings stimulate the interest of the travellers, the factory and sales executives, and result in giving a better product and service to the customer.

The Westerners left on a special car, and at the station the loyal, enthusiastic spirit of the men towards the company again asserted itself in the hearty cheers for the president, Mr. Harmer, and for the factory and the men behind it. This was followed by three hearty cheers for the Westerners, who were acclaimed the Premier Boys selling the Premier Engine and Threshing Goods made in Canada. As the train pulled out they gave their well known slogan:

Who are we? Who are we—
P-e-o-p-l-e?

Western Representatives of the Sawyer-Massey!

Ignition Hints for Internal Combustion Engines.

Chas. F. Splitdorf, a specialist in all ignition matters pertaining to internal combustion engines generally gives the following timely hints which may save the automobile owner and the engine repairer many weary hours. Regarding the length of spark gaps which gives the greatest ignitive efficiency, Mr. Splitdorf advises the adjusting of the spark gap as the manufacturers of the magneto directs. Having too long a gap for magneto use tends to cut down the electric current and also to reduce the heat of the spark. In case of the ignition system of an old or second-hand engine proving to be erratic, and using up batteries at an alarming and expensive rate, it is a good plan to look after the wiring and particularly to examine those wires leading to the spark plugs. Generally they will be found to have become oil-soaked, or so hard that they are permeated with fine cracks which permit very serious leakage of the current. In cases like this it is in every case advisable to renew the wiring. Every automobilist has some theory regarding spark gaps, some of them probably good, only the ideas of a man who has made a life-long study of ignition are of value.

BEST EVER Sulkies and Gangs

Foot lever raises
plow and
levels frame
in one
operation

Can be
equipped with
any style
bottoms
desired



Why Plow with Dull Shares?

You wouldn't use a dull razor. Why burden your team with dull plow shares?

Ordinary soft center shares when sharpened by the blacksmith are not re-hardened. Why? Because he is cautioned against it by the manufacturer—he can't afford to take the risk.

ACME SOFT CENTER STEEL SHARES can be re-tempered any number of times, any place that fire and water can be found and at our risk. Both user and blacksmith are protected by



CAN'T BREAK THE ACME

OUR GUARANTEE

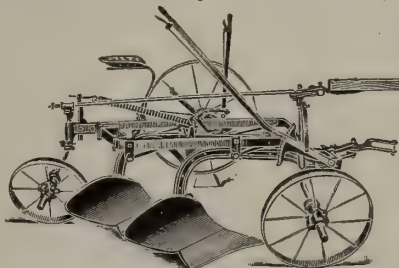
Acme steel hardened shares, shovels and shapes are warranted not to break under any condition where plowing for crop is being done. Shares guaranteed against breakage under same conditions of usage after blacksmith has drawn the temper, sharpened, heated to a cherry red and re-tempered same. Acme shares are guaranteed to wear as long as any other soft-center steel shares made.

By re-tempering, you get hard shares—hard shares wear—retain their sharp edge—reduce the cost of plowing per acre. "Acme Shares Don't Break." ONE BLOW BREAKS OTHERS

Note the difference in these photographs between Acme Shares and others. Mr. Farmer—why not have the perfect Acme Shares on your plows? They cost no more than others and think how much more they are worth to you.

Where can you get Acme Shares? On Moline Plows only—The best plows in the world—The best made, the best balanced, the easiest to handle.

The "Best Ever" Sulky and Gang Plows are made of carefully selected materials, in a factory making only high-grade implements. Positive wheel control—perfect scouring qualities—light draft and many other strong features in addition to the Acme Steel Shares and Moldboards which place Moline Plows in a class by themselves.



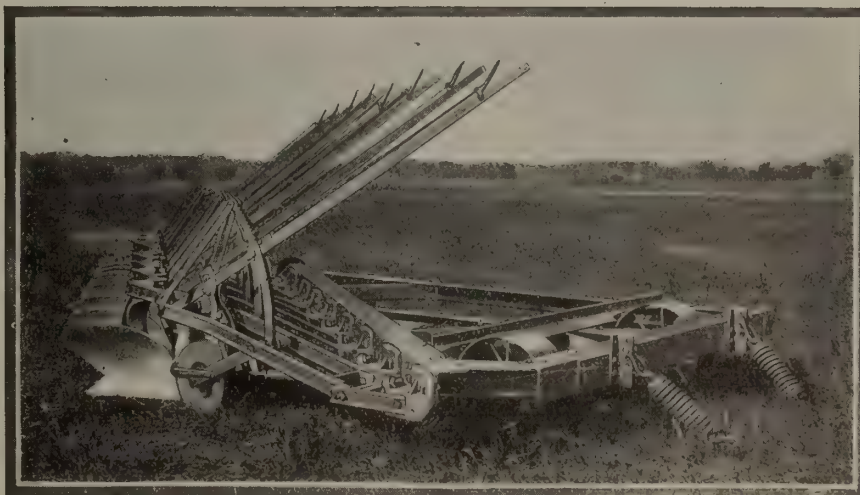
The "Best Ever"

**ACME
SHARES
Don't
Break**

Try them
at our
expense
to
satisfy
yourself

Get a Contract with a Guarantee BIG DUTCHMAN ENGINE GANG

The perfect
work and
satisfaction
given all
users is
the best
guarantee



Equipped
with Acme
non-breakable
Shares
and Steel
Standards

Write us for catalogue, terms and prices

Canadian Moline Plow Company

WINNIPEG

SASKATOON

REGINA

CALGARY

EDMONTON

The Benefit of Traction Tests

Anyone who has followed the yearly tractor contests held at Winnipeg, asks himself whether or not these tests pay the manufacturer, and whom they benefit most finally. We cannot deny the importance of such tests; let us consider their actual benefit.

Those interested in traction engineering realize the cost to the manufacturer of such contests and trials. We will now see to whom the main benefits accrue, and in what proportion. Considering the question of who really gets the benefit, Prof. L. W. Chase, of the Nebraska State University, in a recent treatise made a definite and positive response to this query at the annual convention of agricultural engineers, held at Chicago.

The primary object of a tractor test is to bring out the practical advantages accruing to the farmer from the use of a tractor, hence the test must be made under as nearly as possible ordinary farm conditions, with due reference to the technical and scientific aspects. Furthermore, the results of the tests should be translated into practical farm language in order that the man who is ultimately to use the tractor, and who must be ultimate authority as to its efficiency and economy under working conditions, may make his selection of type judiciously and intelligently.

Prof. Chase, who was, it will be remembered, one of the judges at the motor contests at Winnipeg in 1912, assumes that there are 32 units of benefit in a tractor con-

test, as heretofore conducted. Sixteen, consisting of observations and tabulated results, proceed directly to the tractor manufacturer; sixteen other units go to the benefit of the press and the technical schools, the press having allocated to its use 12 units, the schools 4 units. It is therefore

Considering the 16 points, or units of value, that go to the tractor manufacturer, we notice their distribution under his manufacturing system. Eight points are apportioned to the engineering department, and this is none too many when we depend upon the designing side of the factory for the proper mechanical construction of the tractor so that it may be best adapted for general

by the trade press. As will be seen diagrammatically, he is allocated four units of value. Of these he absorbs one unit as personal and permanent knowledge regarding the tractor; the other three units he passes on to the farmer in selling talk and information regarding the value of the tractor to modern farming, adding to the instructive units supplied by the technical schools.

The farmer owes more than this to the press, for the latter, from its original twelve points, imparts directly to the farmer four of them.

Therefore, we find that ultimately the farmer, who is really the man who is entitled to the greatest consideration, receives quite a large percentage of value of the benefits accruing from the tractor tests and trials. In conclusion, surveying the whole question from the logical and mathematical standpoint taken by Prof. Chase, who is an authority on the matter if any engineer is, we must face the fact that the farmer receives his first direct benefit via the press. It is necessary, therefore, that the interest of the trade press be stimulated and that it should receive every encouragement in the dissemination of the information it receives.

Diagrammatically, Prof. Chase has treated the question in a most lucid manner, making it easily understood compared with the study of wearisome statistics or brain-befogging mathematical calculations.

However, we find that the dealer is nearer the farmer than is any other factor, and in his paper Prof. Chase emphasizes the fact that the dealer is so important a factor that he should be brought into a closer contact with the tractor contest than the semi-alloof position which he now occupies.

Finally, from the standpoint of the retail dealer, we come to the conclusion that the implement dealer is as essential to the advancement, use, and popularity of the tractor as are any of the other factors involved. The manufacturer, the press, the technical school, all have their educative functions, yet all must realize, as will the farmer, that the important gear wheel in the whole mechanism of tractor construction, sale and advancement, is the man who is pushing its possibilities in the farming communities—the retail implement dealer!

You have to admire the hen that does as much scratching when she has one chicken as when she has a dozen.

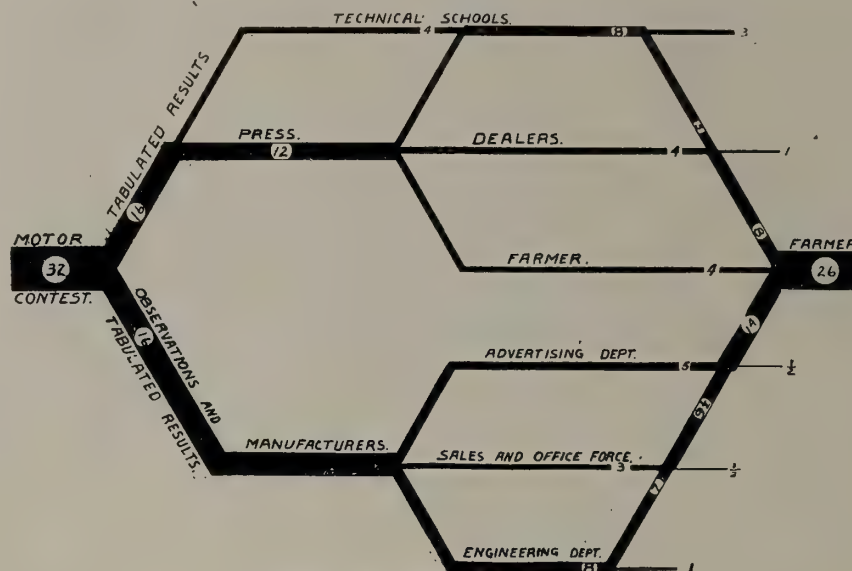


Diagram compiled by Prof. Chase.

obvious, so far as concerns a potential interest in a tractor contest, that the farmer receives no really direct benefit, although a great deal ultimately.

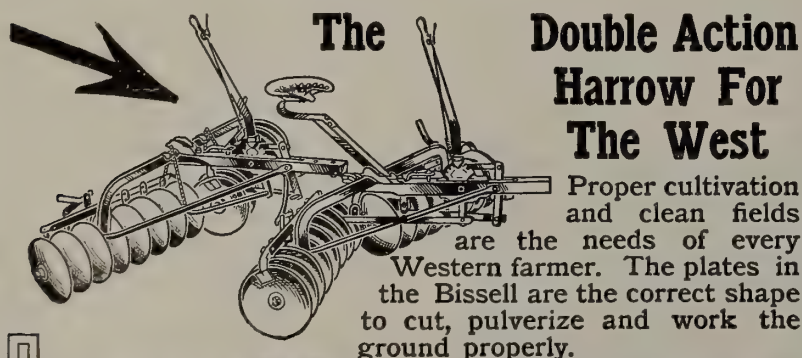
The 32 units, as allocated by the diagram drawn by Prof. Chase, are absorbed by the manufacturer, the press, and the technical school. If, then, the farmer is to derive any benefit, it must be through the medium of one, or all three, of these different beneficiaries.

conditions on the farm. Three points are considered sufficient for the sales and office forces of the manufacturer, and five inspire the advertising cohorts so that they may give instruction to the purchasing public regarding the farm tractor. The originator of the diagram assumes that these three departments only absorb a portion of the units allocated to them, and that in the following ratios: The engineering department, 1 unit; the sales and office force, $\frac{1}{2}$ unit; the advertising department, $\frac{1}{2}$ unit.

As will be seen this leaves 14 units clear to go permanently to the man who really needs them—the farmer; while the manufacturer, in return for his expense, is benefited by two units out of the original sixteen.

Treating the other branch of this tractor tree, the remaining 16, we find that of the 12 units secured by the press, one-third, or four, reach the technical schools, which are enriched by the critical acumen of the trade press, thereby swelling the original endowment of the schools—four points—to eight points. Of these eight the schools absorb three, leaving five, which by way of lecture and practical instruction, go to the ultimate benefit of the farmer.

We have also to consider the retail implement dealer in relation to the benefit that he reaps from the comments and data supplied



BISSELL DISK HARROWS

Simplicity of construction, every part built for business, proper balance and the knack to get right down to perfect work make the 'Bissell' ideal for Western farms. These double action harrows have one disk out-throw, the other in-throw, giving two full width cuts. Connect up 4, 6 or 8 harrows with engine power for a large complete Disking Outfit. Write Dept. E.

Manufactured exclusively by

T.E. BISSELL COMPANY, LTD., ELORA, ONT.

Write to any of the

Jno. Deere Plow Co., Ltd. Branch Houses

Ye Game of Curling

By Chuckie Stane

Impelled by local conditions, and by the daily appearance of many men attired in strange raiment bearing brooms which many of them call "besoms," we, full of the most profound ignorance, but ever seeking for enlightenment, sought for knowledge regarding the game of curling, yclept in strange tongues "the roaring game."

Seeking in that Genesis of the English language, Webster's Dictionary, we find but little knowledge, and even less when we delved in the abysmal depths of the Encyclopaedia Britannica.

Therefore, with the cheerful spirit of Ananias, that resteth upon the soul of all true journalists, we fain would fully describe this game called curling, along with other curling theories entirely disconnected but all filling space, which is, after all, the true function of the journalist.

Curling, along with alcoholic stimulants, oatcakes and philanthropic millionaires, was invented in Scotland, a land adjoining the continent of Europe, in which the inhabitants are but partially

civilized and are hard to place as regards origin and sex since a form of skirt is the national dress of both the male and female of the species. We do not know, but would think that the origin of the game was the playful habit of the Celts who used to pass the gloomy days of the Scotch winter sliding boulders of an excessive magnitude down the ice-covered mountain slopes so that they came with severe and painful impact against the personalities of those who resided on the lower crags—known as the masses to the literally "upper" ten who stayed on the peaks. After the coming of the English, who invaded the country on account of the indecency of the dress, the social strata of the Celts was solidified and all combined to repel the invader.

Between battles, in order to keep in good physical training, they sought ice-covered lakes across the surface of which they slid or "slode" smooth stones. These stones at the first had a hand hole to grip by, but in later

ages we find a handle attached. The space over which the stones are hurled is called a rink; the mark at which the stones are hurled is a "tee." The number of players upon a rink varies from 8 to 80 according to the progress of the game, the latter number usually indicating a free fight around some knotty point regarding a "strike-off." The striking is done on any available part of the opponent's personality, the weapon being the broom or "besom" already mentioned. The objects of the player are four:

(1) To lay his stone within a radius of $147\frac{1}{2}$ miles of the mark.

(2) To guard that of his partner, if the stone of his partner has been well and truly laid at a previous date.

(3) To strike away the stone of his opponent, and if possible to break it in order that the antagonist may have to spend "bawbees" (money.)

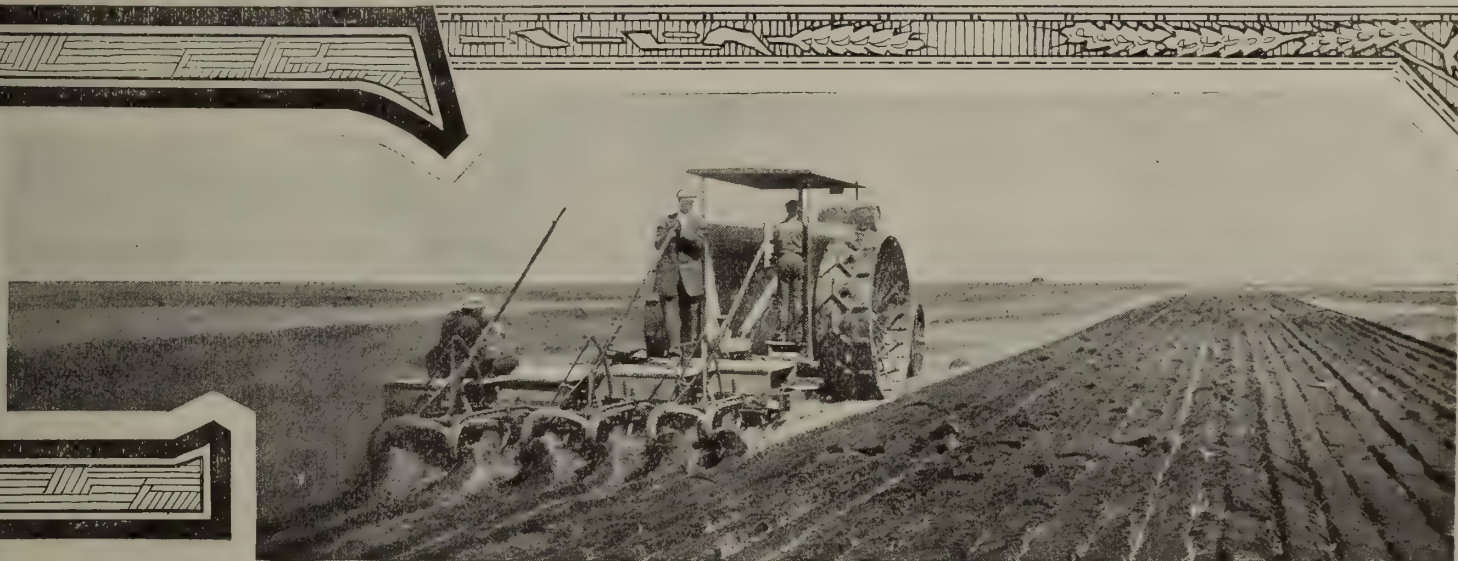
(4) There being in the company around the tee a person or persons whom he personally dislikes, he tries by pure strength to drive his stone to the everlasting detriment of the shin bones of his adversaries.

Historically, curling followed the Scotch to Canada and extradi-

tion has not been granted by the authorities in either case. Every few years a few Scots, by the practice of strict economy, manage to come to Canada with a cargo of curling stones, varying from one to three tons in weight. The reason is because insufficient ice appears in their own country while too much exists in Canada. In this country these Scots are hospitably entertained, getting three-square meals daily, and an allowance of the necessary adjunct to make them roar. The kilt is not worn when in Canada, not owing to modesty but to the severity of the climate. The teams of Scots are usually sadly beaten, but they do not mind greatly since they usually deal in real estate while in Canada, also writing articles on Canada and the Canadians—giving their impressions but nothing else!

At times in the game of curling there seems to be too many stones upon the rink at one time—especially if the game follows immediately upon a banquet. In this case the portion of the rink around the "tee" is known as the "quarry," "stone-ridge" or "gravel-pit."

The game is comparatively cheap as a sport, although the



**A
Word
to the
Dealer**

The "FLOUR CITY" tractor has often been referred to as the Pioneer that blazed the way in tractor development. To a certain extent this is true. Being one of the first in the field, it could not start where others left off, or profit by their experiences. It fought its way single-handed and alone and stood the brunt of all the vicissitudes incident to the development of special machinery for a new field.

It is built on HONOR, sold on MERIT, and stands for QUALITY, EFFICIENCY and SERVICE. Its success is due to its development in conscientious hands. It carried off four gold medals in as many years in the Winnipeg Contests, in both GASOLINE and KEROSENE classes. No other tractor on the market has equalled its record; no other tractor has earned the honors bestowed on the "FLOUR CITY".

It embodies all the desirable features in a general farm tractor, and the new improvements for 1913 add to its efficiency. With the three sizes—20, 30 and 40 h.p.—it covers the entire field from a dealer's standpoint.

Our trade, formerly handled through the jobber, will be handled direct with the dealer. Our dealers' proposition is liberal. Write us direct for 1913 Catalog, No. 19, and details.

KINNARD-HAINES CO., 830 44th Ave. N., MINNEAPOLIS, Minn.

FLOUR CITY TRACTORS

refreshments are occasionally rather expensive. The outfit comprises several rocks, a tartan Tam-o-shanter, a broom—usually bought at a department store, and a Scotch accent, natural or acquired by practice.

Those who participate in the annual Bonspiel at Winnipeg commence in the early part of December to cultivate the acquaintance of their Scotch friends, with whom they practice the following phrases:

"Soop her oop, loon."

"Mak' her swerve, maun."

"Aye, maun, she's sleepin' bonnie."

"Aiblins a braw shot, Jock."

"Diel tak' that stane o' yours!"

"Bonnie, bonnie, shot."

"We're nae that—" (ad libitum).

Electricity on the Farm

In the course of an address, the Hon. Adam Beck, of London, Ont., made some interesting statements with regard to the application of electricity to the farm, as he saw it applied in Europe.

The farmer realizes how great a help electricity is to him. He has the telegraph that brings him the reports of the markets of the world; he has the telephone that keeps him in touch with his neighbor and with the nearest town. The interurban car service brings his produce nearer the

market, and now, in the province of Ontario, electricity is largely used to operate the machinery of the farm.

Mr. Beck made an extensive trip throughout Europe, especially studying the application of electricity to farming as he saw it in Germany.

Referring to his journey, commenting on the German farmer, he said: "But what we asked the farmers was: Are you satisfied? Can you do without it? And the answer was: 'No.' It would cost more to do the work without electricity. In Germany it is running the cream separator, churning the butter, threshing the grain, cutting the hay and straw, cutting the wood, pumping the water, running washing machines and doing cooking in a small way. One man had 20 odd milk cows, and a dairy; he made the very finest butter and got the highest market price for it, because of the cleanliness. He used a small motor and had a horse power that pumped water in the different buildings. Another had horse power which ran a cream separator, a churn, and the machine to roll the butter and make the pattern. Then he had one in the barn to saw the wood, thresh his grain, and so on. He had a threshing machine, a very small one, just large enough to do his own work, and on wet days when he couldn't do any other work, he would just go and thresh grain himself. He would put in ten or twelve armfuls and then tend its

operation. In this country the farmer doesn't value his labor. He imagines that his labor isn't worth anything, it is of no value. There the farmer doesn't feel that he has time to put his harness on the horses and put his horses in his wagon. There, the man never leaves his work, unless he goes to church on Sunday. He sees every hour of the day is of great value to his farm and to himself, and he saves his labor, and uses electricity in many ways."

A Cordage Company Have Fire Loss

On January 13th the Brantford Cordage Company of Brantford, Ont., suffered damage by fire to the extent of \$125,000. Their frame and concrete iron-covered warehouse and its contents was turned into a seething furnace, almost a thousand tons of hemp and twine, mostly finished twine, being destroyed.

The hemp and twine alone are valued at \$100,000 or more, the number of 50-pound bales being estimated at 20,000. The building was 160 feet by 80 feet, and was built only last year. The hemp warehouse and the factory itself were uninjured, and the work of the factory progressed as usual. Insurance was held on the destroyed building and its contents, being distributed among reliable companies. The Brantford Cordage Company is practically the only strictly Canadian

binder-twine factory now operating in the Dominion.

The nature of the material and the iron covering the building made the fire almost impossible to control, as anyone who has seen binder twine alight knows its burning tendency and long smouldering capacity. The fire fighters could do little against the burning mass of hemp and twine bales, and the flames practically devoured the contents of the warehouse.

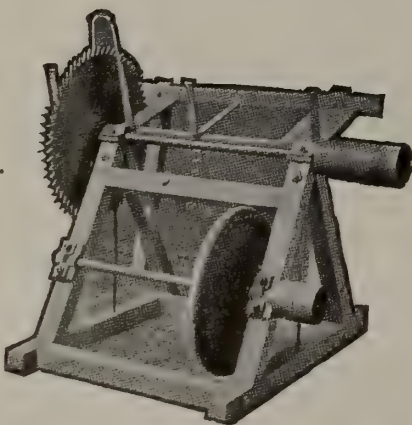
While much valuable raw and manufactured hemp and twine was rendered useless, it is expected the factory will be able to fill all orders on hand.

An Advertising Exhibition

An advertising exhibition was held recently in London, England, and the great interest manifested in this new departure reveals the increasingly important part that advertising plays in the development of business. Advertising has been so scientifically developed that anything crude or casual fails to rivet the attention. We must recognize the fact that, today, an advertisement must be artistically attractive to insure a wide reading.

Many of the exhibitors at the London exhibition were advertising agents, but a great many business concerns exhibited their own "copy." Many of these firms stated that they spent from

WATSON'S HIGH WHEEL STEEL HARROW CART



WATSON'S Pole Saw

Frames possess the greatest attraction for customers. Heavily built and rigidly braced they ensure smooth running, while the heavy steel drive shaft has no end play. **WATSON'S Cordwood Saw Frames** are ideal for heavy work and are fitted with a ratchet pulley.



With our **Harrow Cart** the farmer rides while he harrows. It is easy to sell one of these with every harrow; it adds nothing to the pull. All steel construction, short hitch, and the seat is high enough to avoid the dust. All bearings are removable. Made in three sizes, 24, 28 and 36-inch high wheels, it is a sure seller.

Pulverizers
Boss Wood Harrows
Boss Steel Harrows
Channel Steel Harrows
Harrow Carts
Wheel Barrows

Warehouse Trucks
Wood and Pole Saws
Farm and Bush Sleighs
Feed Cutters
(seven styles)
Roller Crushers

Whiffletrees
Bevel Jacks
Grain Grinders
Root Pulpers
Heider Goods
Horse Powers

Light Delivery Sleighs
Lawn Goods
Push Carts
Barrel Carts
Turnip Seed Sowers

All Steel Whiffletrees. "Tiger" Grain Drills. Special 6-inch Plate Grinder

Write for our proposition

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STS., WINNIPEG

\$750,000 to \$250,000 yearly upon advertising, and it is estimated that about half a billion dollars is spent annually in advertising in the United Kingdom.

The Canadian and the Australian Governments advertise extensively in Great Britain, employing illuminated signs as well as other systems of catching the public eye.

In most cases at this exhibition the sketch of the original idea was shown, the incorporation of some later suggestions, corrections and additions that were made from time to time, the final proof, and the finished advertisement as it was intended it should appear in some newspaper or magazine.

One interesting advertising novelty shown is used on subway or underground railways to minimize the monotony of travel-

ling when there is nothing to attract the attention. By an automatic device, as soon as the train is in motion, duplicate windows bearing attractive advertisements rise into position covering the space occupied by the ordinary glass windows of a coach. As the train enters the station the duplicate windows disappear, but as soon as the train starts again they come into position.

All the contrivances to be seen at this exhibition, whether dissonant and jarring, or tranquil and restful, teach the lesson that the day of sporadic and haphazard advertising has come to an end. The expert must be called in, the man of experience not only in the displaying of announcements, but in the workings of human nature. It has long been universally recognized in the com-

mercial world that for a successful business to be maintained, or for a decaying business to be revived, it must be attractively as well as constantly advertised. Of course, it would be wrong to suppose that success in business is attained by advertising alone. The article advertised must be worth its price. But the manufacturer or trader who does not advertise is surely eliminated, however superior his goods, and the inefficient advertiser is ousted by a more alert rival.

Making Money.

The lives of practically all of the wealthy men of to-day are simply instances of what can be attained by any boy or man, in this great country of ours with opportunities on every side. They are eloquent testimony of the truth

that industry, perseverance, honesty and thrift can accomplish anything. A man who is wise, careful and conservative, energetic, persevering and tireless, need have no fear of his future. But there is one other thing. He must have a steady head, one that can weather the rough sea of reverses, from which no life is altogether free, and one that will not become too big when success attends his efforts.

Keep out of the way of speculators. Take your money, whether it is much or little, to one whose reputation will insure you good counsel. Invest your money where the principal is safe and you will get along.

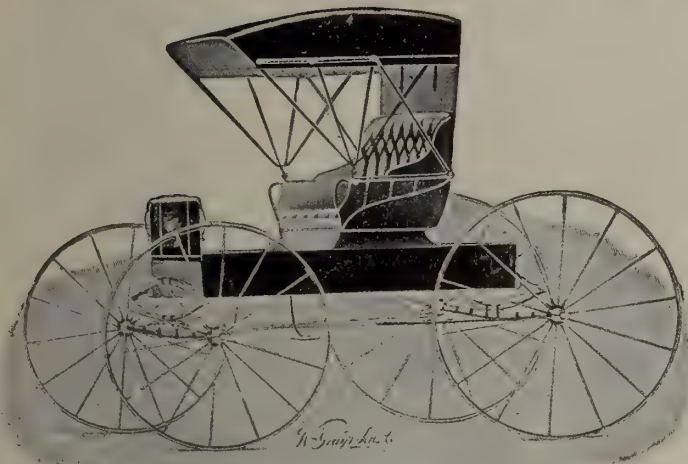
But don't forget the acorns. It is from little acorns that great oaks grow. See that you begin aright early in life. Save your money with regularity. By so doing, you will more than save your money; you will make money.

Get the GRAY-CAMPBELL Line

It is the Line that Sells!

CUTTERS—BUGGIES—MILLS—SCALES—
PICKLERS—KITCHEN CABINETS

With the GRAY-CAMPBELL line you can overcome opposition, can get in the lead, and what is more, GRAY-CAMPBELL goods will KEEP YOU THERE.



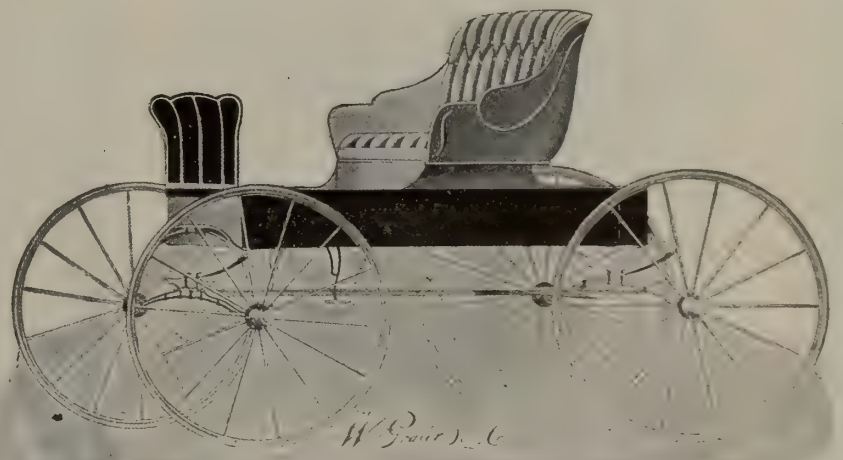
No. 403 Auto Seat Buggy, with Top

The buggy season will soon be here. We have Auto Seat Buggies in all the latest styles, the seats being built of either wood or steel.



Our New Chain Drive Mills

are the mills that make good. Some mills will clean one kind of grain only. Our mills will thoroughly clean all kinds



If in Winnipeg during the Bonspiel, we will be glad to see you at our office, or will have our representative meet you at any time or place.

GRAY-CAMPBELL, LIMITED

Winnipeg, Man.
Moose Jaw, Sask.

WESTERN WAREHOUSES:

BRANDON

REGINA

SASKATOON

CALGARY

EDMONTON

Calculating Costs

The end of the Old Year and the commencement of the New is distinctly the time when the implement dealer should analyse the business he has done during the year that has gone, and when he should outline his policy for the year that lies ahead. The commencement of the year is a good time for innovations, for the commencing of new systems and methods.

Firstly, the dealer should compile a careful record of his last year's business and from it a glance should show him what lines have been profitable and what have been the reverse. In modern business the calculation of costs has developed until it is nearly an exact science. Take, for instance, the machine shop. Time was when the engineer employed a hit and miss policy—gave so much material for a job and calculated what the labor, etc., cost after the job was completed. This was a most inefficient system and was by its vagueness a poor rule for giving tenders on work.

At the present day the cost engineer, with pencil and speed indicator, knows exactly how long the lathe or other machine will take to remove so much metal; how much metal in excess of the finished article should be allowed

for waste, and, following every operation, forging, turning, milling, grinding, the cost engineer places upon his card indexes the exact cost of the job to a fraction of a cent. All this before ever the plan of the work is placed in the machine shop.

If this exactitude is essential in the machine shop it is just as essential in any line of business and decidedly so in the retail implement business.

The dealer must calculate the exact proportion of profit over cost price that it requires to sell each individual article.

He must also consider in detail in his calculations the amount that he is out per annum for rent, light, heat, insurance, salaries, depreciation on fixtures, etc. He must take into consideration the most minute expenses in connection with the business, for it is only by their addition to the total that a true balance can be arrived at.

When all these points are minutely considered, if the implement dealer does not find that he is making at least 10 per cent over a living salary for himself there is something radically wrong and there must be a leakage somewhere; exactly where the books should show.

There are so many ways in which the leak can occur and every seam in a business must be tightly caulked. The most important is outstanding accounts. We all agree that the world owes us a living, but it is a dead sure fact that we have to be our own collectors!

If a dealer has a line of unsuitable stock he cannot expect to make money by storing it. It is a very poor proposition for a man to sell coon coats on an island on the equator, and it is as foolish for a dealer to stock any commodity that there is no demand for in his district!

Again, the overhead expenses may be too heavy for the amount of business done in the store. The question of the value of the individual must be considered. A salesman should represent his monetary value—and then some. A thirty-five dollar salesman should show results that justify that amount on the monthly stipend list.

The actual cash value of notes has to be reckoned, and unless the security is unimpeachable a dealer only risks his goods by trusting too much to the individual. Beyond all, system in the business is essential. It is as necessary to the business that produces but \$10,000 yearly as it is in the great corporation that turns over \$10,000,000. Have everything systematized; have a proper set of books and filing systems in your business; let everything be orderly and all facts be easy of access. Only by so doing can any business be carried on with any degree of success, and a business that is not carried on methodically is never going ahead.

A New Twine Brand

The Plymouth Cordage Company have inaugurated a great system of advertising for dealers handling their product, having lithographed store cards, outdoor signs, two-color window posters, booklets, cuts and electros for local newspaper advertising, etc. In all these aids to twine sales space is left wherein the dealer may insert his name and place of business.

In the coming season the Plymouth Cordage Company will begin the manufacture of a new 650 foot twine to be known as "Premax." Samples of this are now ready for distribution and may be secured by dealers.

The object of the Company in making this, their second brand of

650 foot twine, is to enable trade desiring that grade to obtain it at a somewhat lower price than is possible on Plymouth 650 foot, made solely from Manila fiber. This new twine, it is claimed, will be a combination of Manila fiber along with a special, high-grade, fiber which this company are importing for this special line of manufacture.

The "Premax" twine is the outcome of long study and has sustained some remarkable tests. The new fiber used in its composition possesses—sufficiently for every practical purpose—the fitness for long spinning and other good twine-making qualities. Such a 650 foot twine should be of considerable interest to the implement dealers of Western Canada, and, if proven to be suitable for Canadian harvest conditions, should command good sales in the Canadian North-West.

A New Avery Tractor

There has been a recent addition to the Avery family of farm tractors—a new "Big Brother" tractor developing 40 tractive and 80 brake horse-power. This new tractor has the advantage of being very light in spite of its high horse-power rating, as it only weighs 2,000 pounds. It has a capacity of pulling 8 to 10 plows or a large sized separator. The engine, it is claimed, is very smooth in operation and remarkably free from vibration, while it is very simple to run.

The Avery Company will also manufacture a 12-35 "Baby" tractor during 1913—a small size machine that can pull three or four plows and that can drive a small separator.

A Motor Contest Error.

A careful summing up of the figures handed out after last summer's motor contest revealed the fact that an error was made in totalling the figures scored by the big Case steam engine. The recount gives the total as 457.85 instead of 442.85. The mistake was made in the score for "Horse power hours per unit of water" in the economy brake test. The engine was 110 horse power and was number 27 in the contest.

A. C. Frith, engineer in charge of the contest, and Professors Greig, Chase and King, certify to the correction.

People don't always ask questions to have them answered.



By the winter's fire—think this over: One-third of all the cars on the highway are Ford cars. Could this remarkable condition be possible—did not the Ford indisputably excel in economy and real worth? Think it over—by the winter's fire.

Think of it—nearly 200,000 Fords have been sold and delivered. New prices—runabout \$675—touring car \$750—delivery car \$775—town car \$1000—with all equipment, f.o.b. Walkerville, Ont. Get particulars from Ford Motor Company of Canada, Limited, Walkerville, Ont., Canada.



The Latest Aid to Better Farming

The Stewart Sheaf Loader puts a new aspect on harvesting operations, doing away with a lot of expensive help and speeding up the work all along the line. It loads the wagons quicker, better and cheaper than was ever possible before. It works without field pitchers and with less wagons.

Farmers and threshermen alike have bought and praised the machine as a great factor in solving the acute help problem that faces the West every year. Men who have used a

STEWART SHEAF LOADER

write us most flattering letters in its favor. Some of our agents netted handsome sums during the past season. The sale of a Stewart Sheaf Loader carries with it a good immediate profit, besides earning the goodwill of the buyer and thus paving the way to future transactions and the consequent profits. Further information and booklet sent free on request.

Stewart Sheaf Loader Company, Ltd.

804 Trust and Loan Building :: Winnipeg, Man.

People Always Forget



about lightning during the winter months. This does not alter the fact that in 1911 the number of buildings struck by lightning in America was 1,847. The

TOWNSLEY LIGHTNING ARRESTER SYSTEM

would have protected them!

The dealer who handles our systems has a money maker that is backed by facts for selling talk.

Are we represented in your district?

— If not, write for our Terms and Contract —

When in Winnipeg during the Bouspiel, be sure to call on us. We are located nearly opposite the H.B.C. Store, Main Street, South.

Canadian Lightning Arrester and Electric Co., Ltd.

199 Main Street. O. W. TOWNSLEY, Manager. Winnipeg.



THE BULL DOG LINE

The Most Improved and Complete Line of Threshing, Power Farming and Hauling Machinery Built



"Yellow Fellow Grain Saver" Separator

Only Undermounted Steam Engine. Lasts longer. Pulls harder. Easier to handle.

"Yellow-Fellow Grain Saver" Separator

Avery Separators are Best Proven Grain Savers. Average saving in 27 Field Tests was 99 9-10 per cent.



Avery "Light-Weight" Gas or Oil Tractor and No-Man Automatic "Self-Lift" Plow

Simplest Tractor built. Also lightest weight considering power and strength of construction. Wonderful Avery Automatic "Self-Lift" Plow. One man or boy runs entire outfit.



Avery Gasoline Farm Truck

Only Combination Gasoline Wagon and General Power Machine. Does hauling, field work and belt work.



Avery Gasoline City Truck

The Truck that does the most work. Hauls full capacity loads and pulls trailers. Built in three styles and five sizes.

Write for new 1913 Catalogs of the machinery you are interested in. An agency contract for the Avery Line is a money maker

Manufactured by AVERY COMPANY, PEORIA, ILL., U.S.A.

Western Canadian Representatives:
HAUG BROTHERS & NELLERMOE CO., LIMITED
WINNIPEG and REGINA

Binder Twine News

In considering the consumption of binder twine in 1912, we find that the consumption of twine in that year was larger than for a number of years previous, possibly being the largest on record. The especial feature was the extreme lateness with which the bulk of this heavy demand showed itself. Commenting on this point, the Cordage Trade Journal said:

"Even as late as the first week of July, well-informed members of the trade looked for no unusual demand during the remaining weeks of the season. Exceptionally favorable weather during July, and, as a matter of fact, until the end of September, changed the whole complexion of matters. Instead of an apathetic demand,

a brisk demand manifested itself, and soon it seemed that, even with all available spindles operating both day and night, not enough binder twine could be furnished to supply the demand. Leading manufacturers did their utmost to meet the extraordinary situation which arose, and they shipped large quantities of twine by express long distances and made other unusual arrangements for the quick transportation of twine from the mills to the grain fields in the Northwestern states of the United States and the spring wheat provinces of Canada."

Canadian Farm Implements at that time made comment on the titanic efforts which were made by the twine manufacturers to have twine upon the harvest fields in time. Freight trains were run on passenger schedule and extensive shipments were made by express. In this supply rush the Plymouth Cordage Company gave excellent service, running a solid train of binder twine from North Plymouth to Winnipeg on express passenger schedule.

This unforeseen demand for twine, such as has never before been known, necessitated great expense upon the part of the twine manufacturers. The Plymouth Cordage Company, commenting on such late demands for twine supply, says that such procedure necessarily means heavy expense to the manufacturer and added expense later to the dealer and the dealer's friend, the farmer.

The reason is simply this. Unless the manufacturer has fairly early and definite knowledge of his customers' requirements, he cannot always plan and carry out his production and deliveries in such a way as to insure satisfactory service to everybody.

The remedy lies largely in the dealer's hands and consists in getting the farmer's order in the winter or early spring—based on the acreage sown or to be sown—and in persuading the farmer to let it stand instead of curtailing it at the first unfavorable weather.

This idea is not a new one. The number of dealers who canvass for and get the bulk of their twine business during the winter and early spring has increased greatly of late years, and this growing tendency is having its good effect all along the line. The season of 1912 simply emphasized the soundness of such a course wherever conditions made it possible.

If dealers generally were to follow this practice, they would all be in a position to place an order for their probable minimum requirements so much the earlier, with beneficial results all around.

It is to be regretted that people are often unable to distinguish between a friend and an acquaintance.

Brandon

The City Council have at last purchased a site for a Carnegie library—the old Parker Terrace. The price was \$12,500.

The Continental Life Insurance Company have opened offices in the Clement Block, with Harry Korris as district agent.

J. P. Minhinick, of the Cockshutt Plow Company, Winnipeg, was a visitor to this city recently in the interests of the firm.

Professor S. A. Bedford, Deputy Minister of Agriculture, paid a visit to Brandon. Mr. Bedford is always a welcome visitor.

B. Williams, of the McLean Publishing Co., Toronto, is in the city. He is the Western representative of the Company, and will make his headquarters in Brandon.

Brandon City Council have granted to the Commercial Bureau the sum of \$15,000 for publicity purposes, as well as granting \$21,000 to the Dominion Fair.

C. W. Brooks, representative of the Wisconsin Bridge Co., is in the city looking over the ground before tendering on a number of new buildings to be erected here next summer.

J. McManus, of White & McManus, Alexander, implement dealers, was a visitor to the city. He makes the prevailing complaint; that collections are very much behind ordinary seasons.

The City Council have decided to buy their power for the street railway from the Brandon Electric Light Company, and have entered into an agreement for two years at a rate of two cents per kilowatt hour.

E. A. Forcier of Forcier & Murphy, Lampman, when in the city reported prospects as fair for spring business, but says that collections are very slow. Farmers cannot get cars for wheat shipment.

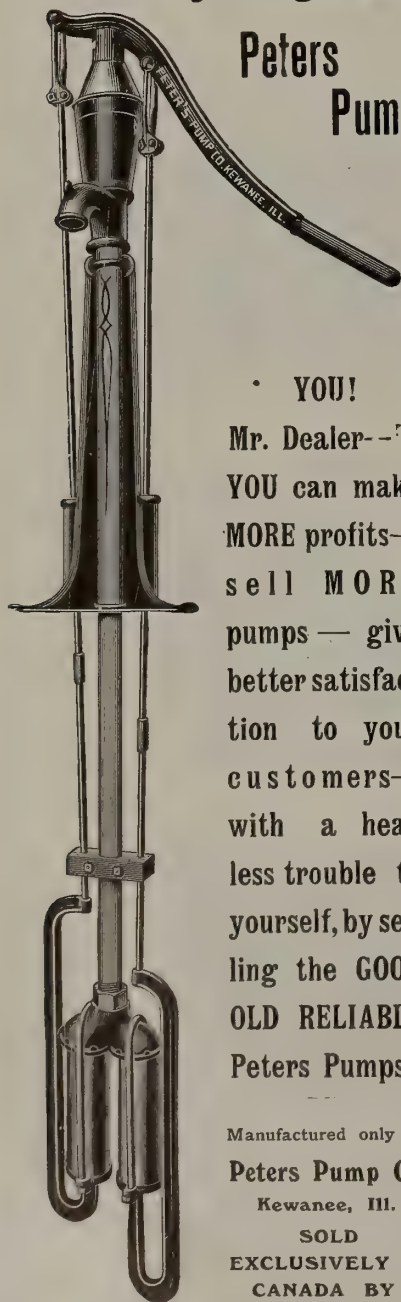
Prize lists for the forthcoming Winter Fair, to be held from March 3rd to March 8th, are being mailed. The fair is to be held in its old home in 10th Street, together with the new arena which is being rushed to completion.

John Inglis, implement dealer, has been laid up by sickness for a couple of weeks, and is at present in the hospital. His condition is not considered serious, and he will be able to take his place in his office again in a few days.

An increase of \$94,392 is shown in the returns from the Brandon clearing house for the week end-

The Only Original

Peters Pump



• YOU!
Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps—give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

BEST SELLING SPECIALTY

Offered the Trade

LLOYD'S Handy Low-Down Suspensions Spring Wagon Seat.



The Lightest, Handiest, Cheapest, and Most Durable Seat on the Market. Affords protection from cold winds.

Implement Dealers will find this specialty a profitable side line. It appeals strongly to the farmer on account of its comfort. It is an easy seller and makes a wagon ride easier than a buggy.

For further information write the

Wawanesa Wagon Seat Co.

WAWANESA, MAN.

FRAZER AXLE GREASE.



Not affected by Heat or Cold. Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

ing January 16th, in comparison with 1912. The total for the week ending January 16, 1913, was \$642,052, and for the corresponding week of 1912, \$547,660.

A factory from the United States, to manufacture valves and engineering specialties, has offered to locate in Brandon under certain conditions. If accepted by the City Council, this firm will manufacture not only for Western but also Eastern Canada.

Arrangements have been completed by the City Council with Mr. Peacock, Western representative of the Canadian Oil Company, by which the city provides a site for a warehouse on which the Company will erect a large and expensive plant.

Minneapolis men may establish a factory in Brandon for the manufacture of gas generators. The conditions are that local men invest to an amount not yet specified. A demonstration of the generator in operation was given by Mr. John Ryckman, the inventor.

J. M. Thompson, manager of Beatty Bros., has returned from his Eastern trip. This firm intend moving their business to Winnipeg early in March. Mr. Thompson enjoyed his trip very much—

all but the continued mild and rainy weather—and he considers Manitoba No. 1 hoar frost preferable.

S. H. Greenwood, of the firm of Greenwood & Son, Elkhorn, was a recent visitor to the city. Mr. Greenwood reported having disposed of the firm's implement business in Manson and they intend devoting all their time to their lumber and implement business in Elkhorn. He reports collections very backward.

O. L. Boyd, late superintendent of construction for McDonald & Wilson Co., Ltd., of Winnipeg, was in the city lately. He is one of the best electrical experts in the West, and expressed his opinion that the city's arrangement with the Brandon Electric Light Co. for power for street cars at 2 cents per kilowatt was the lowest possible rate for Western Canada today.

The 22nd annual bonspiel of the Brandon Curling Club was opened Monday, the 27th January, with a prize list that has never been equalled in this city. Three costly challenge cups have been donated to the Club. A distinctive feature of the spiel this year is the farmers' competition, in which all competitors were resident on their respective farms for at least

7 months during the past year. It is expected that fully 200 curlers will gather for the big event.

A party of five members of the Regina Board of Trade were in the city making an inspection of the new arena and Winter Fair buildings, in view of the proposals to erect similar buildings in Regina. The party consisted of R. Linton, R. J. Lecky, L. A. Thornton, A. Mantle, D. F. Eldermen. They said that Regina was considering the erecting of such a building as Brandon's but not on so elaborate a scale. They thought that our winter fair buildings reflected great credit on the city and would doubtless have much effect on Brandon's progress during the coming year.

C. Warner, recently connected with the Universal Lightning Rod Company, of Hespler, Ont., has decided to establish a factory here for the manufacture of lightning rods. He has taken a lease of the A. E. McKenzie building, next to the Cockshutt Plow Company's warehouse on Pacific Ave., and will begin to manufacture about the first of March under the name of the Brandon Stamp & Wire Works. Mr. Warner purposes building a factory suitable for manufacturing purposes, when

he will begin the manufacture of hinges and a variety of small articles stamped out of steel, copper and brass.

Do not wait for Trade.

Time and tide wait for no man. Likewise, the man who waits for business to come to him in these days of strenuous competition will find the man across the street is enjoying a "keen run." Why?

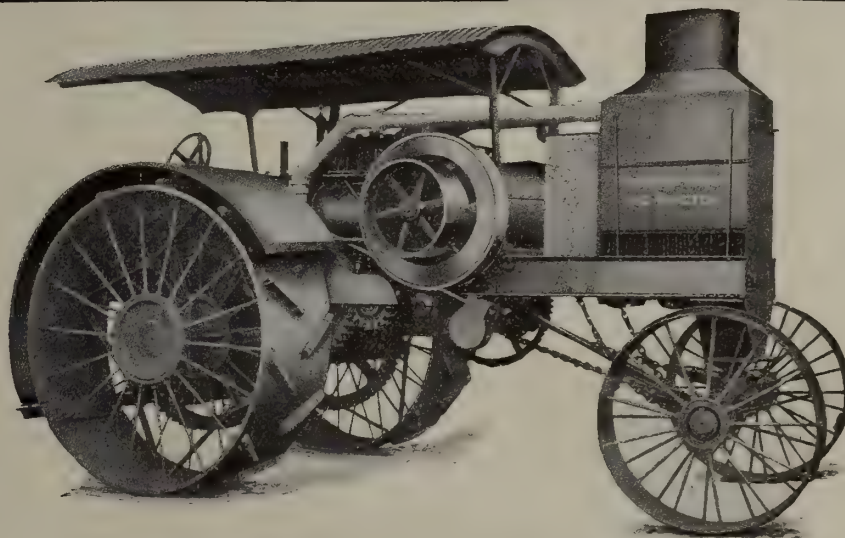
The other man has no better goods, maybe not nearly as good, but he goes out into the highways and byways after business—new business. He figures that after he gets new customers, he can keep them by giving snappy, quick, satisfactory service.

So with the implement business, go out after the prospects, phone 'em to come in, bring them in from the street. Then show your lines, demonstrate them, and sell them before they leave.

Remember—Success comes to him who goes after what the other fellow is "waiting" for.

A man may have a swelled head without having a broad mind.

**Backed by
35 Years'
Engine
Building
Experience**
**Runs on
Kerosene,
Low Grade
Distillate
or Gasoline**



FAIRBANKS-MORSE OIL TRACTOR SCHOOLS

Open to any one interested in Oil Engines.

Short complete course includes lectures and practical work

School at Saskatoon opens Feb. 10 closes Feb. 22

School at Winnipeg opens Feb. 17 closes Feb. 22

School at Regina opens Mar. 2 closes Mar. 8

Write any of our offices for full particulars

Fairbanks-Morse Oil Tractors

are built with ample strength to stand the heavy work and hard usage a tractor gets in service. They are made with a surplus of power for emergencies, and always develop more than full rated power at all ranges of speed on cheap, low-grade fuel oils as well as on gasoline.

The engine is of the long stroke, slow speed Fairbanks-Morse type favorably known to farmers for many years. Its high efficiency is due to perfect design and construction. Force-feed Lubrication, Sheet Steel Radiator, accessibility of all parts, and the famous Fairbanks-Morse guarantee are features that will appeal to your trade.

Get in touch with us and learn about our dealer proposition.

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30 and 30-60 H.P.
Binder Engines, adapted to all makes of Binders
Hand and Power Pumps for every purpose

Gasoline Engines, all types, Portable and Stationary, 1 to 500 H.P.
Marine Engines, 2 and 4 Cycle, 1 to 6 Cylinders
Truck and Pitless Wagon Scales

"The Dealer who handles the Canadian Fairbanks-Morse line gets compliments instead of complaints"

The Canadian Fairbanks-Morse Co. Limited

WINNIPEG REGINA SASKATOON CALGARY Montreal St. John Ottawa Toronto Vancouver Victoria

Visiting Rumely Factories

The Rumely Manufacturing Co. arranged a trip to seven of their factories for the managers of 44 of their branch houses, also for their "banner" salesmen.

These officials, from all over the United States and Canada, met the representatives of the home offices and factories at St. Paul, Jan. 5th.

A special train took them to Stillwater, Minn., thereafter, visiting factories of the company at the following towns: Milwaukee, Dixon, Battle Creek, Lansing, Richmond, and La Porte.

The visit to all these factories where the many lines of the Rumely Co. are manufactured proved of great interest to the managers and salesmen alike, many of whom had never before seen as finely equipped factories as those of their own Company.

We append the names of the managers and salesmen from Canada who participated in the tour. The first name following each of the Canadian cities is that of the branch manager; names marked with asterisks are honor salesmen.

Calgary Branch—L. B. Cravath, *A. R. Cline, F. C. Stokes, W. M. Anderson.

Estevan Branch—M. J. Carrothers, *C. M. Gorham, F. N. McDonald, A. P. Leonard.

Saskatoon Branch—George W. McDonald, *B. F. Curtis, *J. P. Russell, John R. Meldrum, W. A. Lamont.

Regina Branch—P. Arnot, *Joseph H. Walker, *C. A. Burke, *C. P. Booher, *H. M. Curtis, *J. A. Kollman, S. B. Curtis, Fred Wood.

Toronto Branch—John McIntyre.

Winnipeg Branch—W. J. Thorpe, G. C. Kane, O. W. Trostle.

Brandon Branch—John M. Docker, Joseph Nielly, D. H. Briggs.

Edmonton Branch—*J. A. Blair, P. J. Murphy, E. J. Bell.

Yorkton Branch—*J. J. McCutcheon, J. B. McCutcheon, A. M. McNichol.

The "Flour City" Factory

The home of the "Flour City" tractors is the plant of the Kinnard-Haines Company, of Minneapolis, Minn. This company reports having done the largest business in tractors in the history of their career during the year 1912. They claim that last year saw their business doubled, while they are at present completing new buildings with an area of 17,000 square feet, and are installing considerable new machinery, and they hope to greatly overshadow any previous yearly output during the year 1913.

A recent visit to the Kinnard-Haines factory reveals the fact that the company are working at full blast, the machine shop being exceptionally busy. Since their appearance, the "Flour City" tractors have steadily gained in popularity. It will be remembered that this tractor carried off four gold medals and one bronze medal in the motor contests at Winnipeg, in both the gasoline and kerosene classes. They, however, did not compete during the 1912 tests, owing to pressure of business in their factories.

The business of the Kinnard-Haines Co., in Canada was formerly handled by the Ontario Wind Engine and Pump Co., but with the start of 1913 their output will be handled by the local dealers. They will carry stocks of repair parts at various central points throughout Canada, and a force of

salesmen and mechanical experts will be kept in the territory.

The procedure of this Company has always been conservative, as they have given their entire efforts to the perfecting of a general farm tractor in all its component parts. From a mechanical standpoint the "Flour City" gasoline-kerosene tractors are admirably constructed, and, during the fourteen years that have elapsed since the first model was built, they have steadily improved in their mechanical development. The construction of the tractor is very simple, while its fuel consumption is economical under all loads. The horsepower is not calculated by the bore of the cylinders and the stroke of the engine, but is determined by an actual brake-test.

The motor of this tractor is of the vertical type, and a very efficient lubricating system maintains cool running all the time. The transmission system is a bevel gear system, the gears being accurately cut from 40-point carbon steel. The crank is a drop forging, being made in two parts with a flange coupling—an excellent idea as far as economy is concerned—while in the main frame of the tractor we find a rigid and compact design of I beam construction. The cooling system is maintained by a rotary pump, the cooling being brought about by a suction fan. The drive of the "Flour City" tractor is by bevel gears, driving direct off the crank shaft into a gear and clutch system. These machines are made in three sizes—in 20, 30 and 40 h.p.—and are admirably adapted for all-round farm conditions for breaking or stubble plowing, threshing, road grading, general hauling, etc. Considerable structural alterations in the cab of the tractor for 1913, greatly enhances the appearance and utility of the machine.

Deep Plowing Favored

In many districts in Western Canada the beneficial effect of deep plowing has been seen. One farmer whom we know, who came from the United Kingdom and took up a farm in the Battleford district, stuck religiously to deep plowing, with the result that he greatly increased the yield per acre on his farm.

An expert on plowing, Joseph E. Wing, said recently:

"The best farm I have ever seen in the world, perhaps, is one in France. On that farm they plowed 18 inches deep. It is more than a coincidence." Plowing is fundamental, and deep plowing means a deeper surface soil and more feeding area for plant roots. In the south, crop yields on several demonstration farms have been doubled by deep plowing. Before, the lands were only shallow plowed, and deep tillage was the equivalent of turning up a new farm that lay below. Deep plowing is especially recommended for fall, as it holds the winter rains and snows, the freezing breaks up the solid particles greatly improving the physical condition. This is just as important as having rich, fertile soil, for unless we have the proper physical condition the crops cannot take plant food—it is locked in the soil. From many parts of the country have come messages from practical farmers on the good results of deep plowing. Twenty, thirty and forty per cent increases have been reported.

Probably the greatest results with the deep furrow plow have been obtained in the semi-arid sections of the northwest, as deep plowing there is the most efficient means of conserving the moisture. The rains are absorbed on a deep porous field as far down as it has been plowed.

Stewart Clipping Machines

Sell Fast During

February, March and April

They Yield a Good, Quick Profit

No horse clipping machine ever made sells so fast or gives such good satisfaction as this

Stewart No. 1 Ball Bearing Machine

Your jobber
has them

List for Canada, \$9.75

Write for free
advertising matter

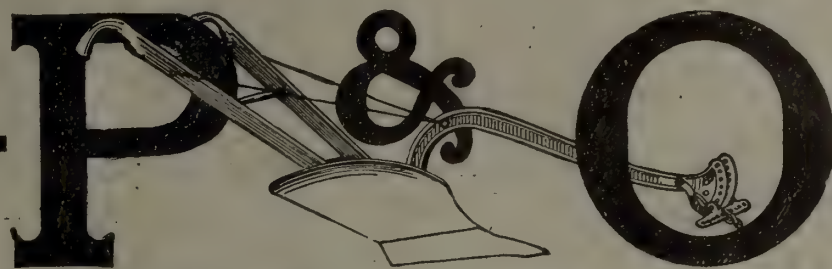
Every machine sold under a positive guarantee that it must please your customer or money refunded, including transportation

Chicago Flexible Shaft Company,

237 Ontario St.

Chicago, Illinois

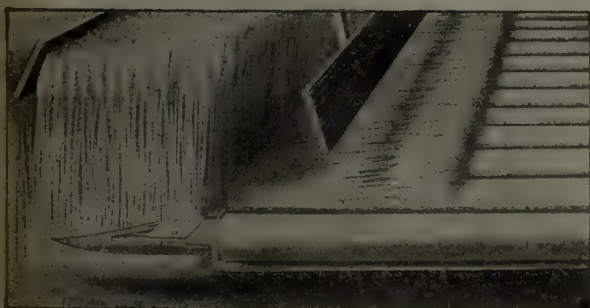




MOGUL ENGINE PLOWS



International Harvester Co. of America (Inc.) Sales Agents for Canada



DEERING BINDERS

are built with

Special Cutter Bars for Western Canada

The Deering New Ideal Grain Binder is made with a Special Cutter Bar for Western Canada. This cutter bar is nearly level with the platform canvas, and operates so that short grain will not lodge on it, but falls to the canvas, is elevated, and bound. All heights of grain can be cut equally well.

OTHER FEATURES WHICH HAVE MADE DEERING BINDERS FAMOUS

Special quality ball and roller bearings have brought home to the Deering binder the enviable reputation of being the lightest draft grain binder ever put into a grain field.

The justly famous Deering knotter will give the same satisfactory service day after day during the busy harvest season—and season after season.

These and many other striking points on Deering binders if presented to a prospect properly will make a sale every time. The Deering binder speaks for itself in actual use, and thousands are sold every year as much by its well-known reputation as by actual sales talk. Why not secure the agency for this sterling binder? The experiment would prove very profitable to you, and you would gain many customers who otherwise would go elsewhere.

The Deering line also includes reapers, mowers, tedders, hay rakes, knife grinders, sweep rakes, hay stackers, drills, tillage implements, land packers and binder twine.

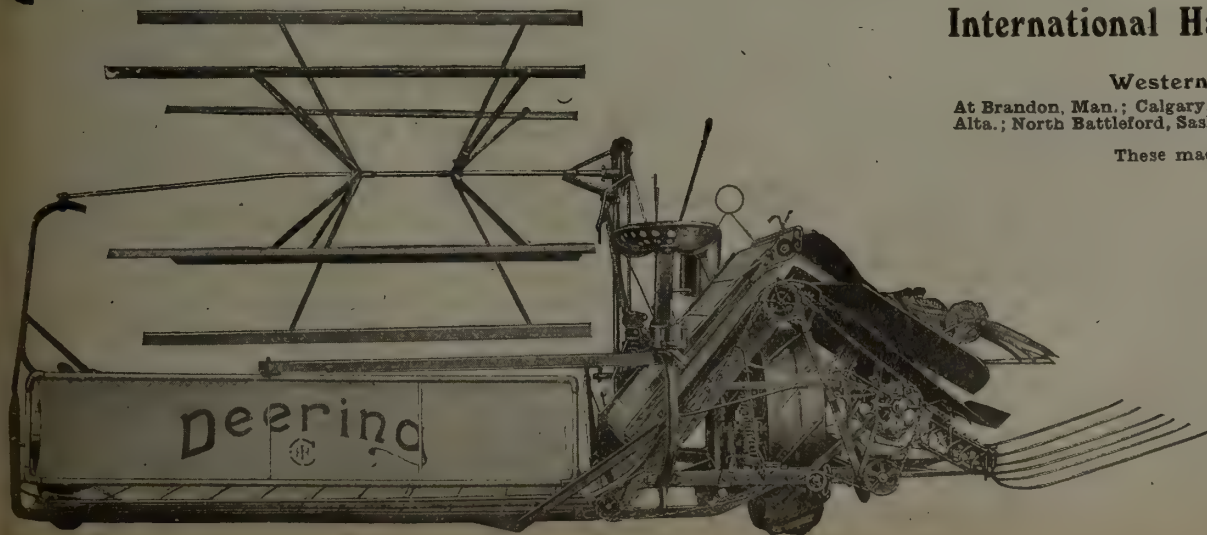
See the I H C blockman or write the nearest branch house for terms under which an agency for the paying Deering line can be secured.

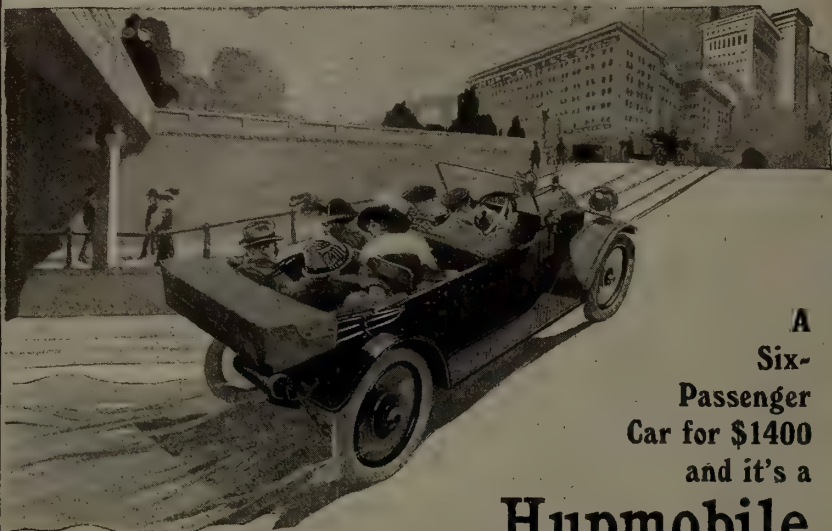
International Harvester Company of America (Incorporated)

Western Canadian Branch Houses

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

These machines are built at Hamilton, Ont.





A
Six-
Passenger
Car for \$1400
and it's a
Hupmobile

This new Hupmobile is the answer to thousands of queries which said:—

"Why don't you build a car to carry more people? Not a better car—we don't see how it could be better—but a bigger one."

Just as the original "20" touring car grew out of the runabout and was developed into the splendid "32" of today—

So has the six-passenger Hupmobile grown out of the "32."

The same beautiful lines that distinguish the "32" in any gathering of cars.

The same powerful, silent, long-stroke motor: the same sturdy axles, transmission and clutch—for these were always built fit for duty in a heavy seven-passenger car.

With heavier springs and frame, of course; and other parts proportionately strengthened where need be.

With a body that accommodates six in ease and comfort. During the last year we have made you familiar with the Hupmobile's mechanical excellence.

But we want to say again, with renewed emphasis—we believe the Hupmobile to be, in its class, the best car in the world.

The six-passenger "32," \$1400 F.O.B. Windsor, has equipment of two folding and revolving occasional seats in tonneau, tonneau foot rest; windshield, mohair top with envelope, Jiffy curtains, quick detachable rims, rear shock absorber, gas headlights, Prest-o-Lite tank, oil lamps, tools and horn. Three speeds forward and reverse, sliding gears. Four-cylinder motor, 3½-inch bore and 5½-inch stroke; 126-inch wheelbase; 33x4-inch tires. Standard color, black. Trimings, black and nickel. Other types for less money.

JOSEPH MAW & CO. LIMITED
WINNIPEG, CANADA

The Central Canada Insurance Co.

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GENERAL AGENTS:

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And more than 1,200 Local Agents in the three Provinces

FIRE INSURANCE

LIVE STOCK INSURANCE

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Written under Policies free from harassing conditions.

We give the best possible Insurance Service at the lowest possible cost.

Our organization is the best in Western Canada for giving such service.

That the public recognizes and appreciates the service we give is shown by the remarkable increase in our business from year to year.

If placed with us your insurance will be carefully attended to. We devote all our attention to the needs of our home field—Western Canada.

Any information desired will be furnished on request.

JOS. CORNELL,
General Manager.

IF YOU WANT YOUR CUSTOMER TO GET BEST RESULTS SELL HIM AN "IDEAL" TRACTOR



Results with a tractor depend largely upon the design and construction of the machine. A tractor rightly designed, properly constructed and with high-grade materials throughout, will be good for a long life and return the buyer much more than the amount invested.

Our "IDEAL" Tractor took first place in its class for design and construction at the Winnipeg Trials last year, being well in advance of the four other entries on these vital points. We employ nothing but the best materials at whatever cost.

Our whole line is well known and well advertised all over the West. Write for our proposition to dealers.

MANUFACTURERS OF

"IDEAL" Gasoline Tractors

"IDEAL" Hopper Cooled Gasoline Engines

"Maple Leaf" Grain Grinders

Windmills and Pumps of every description

Wood Sawing Outfits, etc., etc.

Goold, Shapley & Muir Co., Ltd.
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CANADIAN FARM IMPLEMENTS

VOL. IX., No. 3.

WINNIPEG, CANADA, MARCH, 1913.

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Per Copy, 10 cents



UNION BANK OF CANADA

Established 1865

HEAD OFFICE - WINNIPEG

Paid-up Capital..... \$ 5,000,000
Ret and Undivided Profits 3,300,000
Total Assets, over 69,000,000

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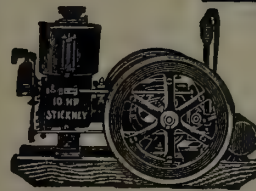
London, Eng., Branch, 51, Threadneedle Street, E.C.

This Bank, having over 290 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

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Stickney Gasoline Engines ARE THE BEST

No. 94



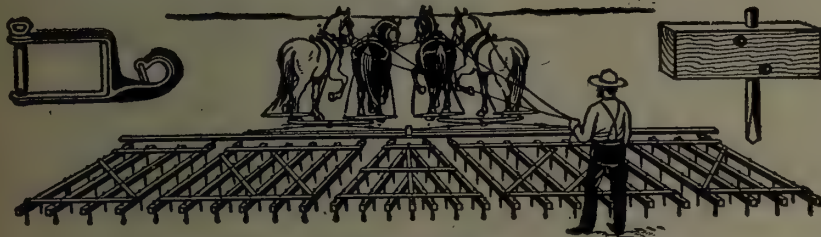
Hornet's Nest

You can get results by poking a stick into a Hornet's nest, but you won't want them. Just so with a man who buys a cheap, light weight engine—he gets results he doesn't want—Trouble and loss of time and money.

Buy a STICKNEY and get the smoothest running engine that works all the time, and have no troubles.

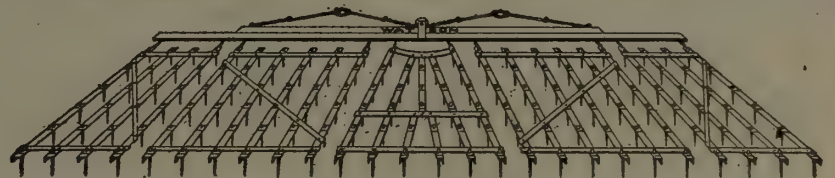
Ontario Wind Engine & Pump Co. Ltd.
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WATSON'S are the Real "Boss" Harrows



WATSON'S BOSS WOOD HARROW

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design, possessing exclusive features that make them easy sellers.

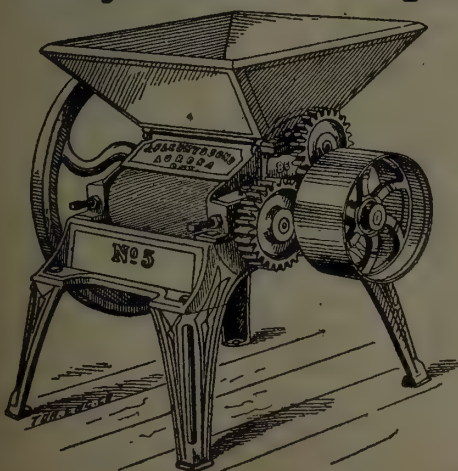


WATSON'S STEEL BOSS HARROW. Tooth bars are of angle steel, cross bars all channel steel. Teeth are held individually by steel wedges, are dagger shaped with the edges directly in line of draft. Are fitted with a pulley hitch even. Light draft—24 feet in width.

John Watson Mfg. Co.

CHAMBERS AND HENRY STREETS, WINNIPEG

Why Waste Expensive Feed?



If you have **FOUR OR MORE HORSES** you are losing—wasting—your grain if you do not crush it or roll it. A Roller Crusher may be run **BY 2 or 4** or **LARGER** Horse Power, Gas or Steam Engine, Windmill, Sweep or Tread Power. Will last **YEARS** without **ONE CENT** of expense. Can you **AFFORD TO BE WITHOUT** such a Machine? Ask any information—pleased to have, you write us.

JOHN DEERE PLOW CO. Ltd.

Sole Agents

Winnipeg, Regina, Calgary, Edmonton, Saskatoon

J. FLEURY'S SONS

Aurora, Ontario

Medals and Diplomas at World's Fairs, Chicago and Paris.

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HEAD OFFICE: TORONTO

Capital authorized \$10,000,000

Capital paid up 4,900,000

Reserve funds and undivided profits 6,500,000

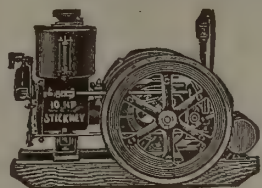
Agents and Branches throughout Canada
A General Banking Business transacted
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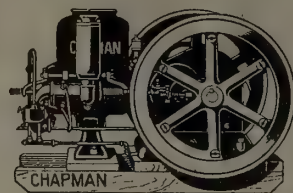
In connection with each Branch.

Winnipeg Branch:

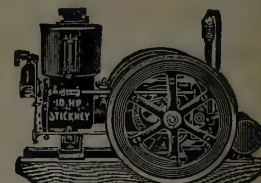
F. L. PATTON Corner Main and McDermot
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STICKNEY



CHAPMAN



STICKNEY

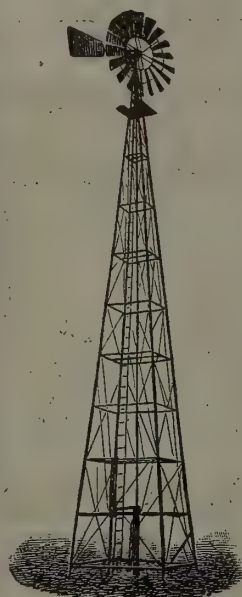
Nothing Succeeds Like Success !

MERCHANTS ! We succeed through the success of **YOU**. You will succeed through the success of our Dealers and Manufacturers co-operative agreement and the popularity of our lines.

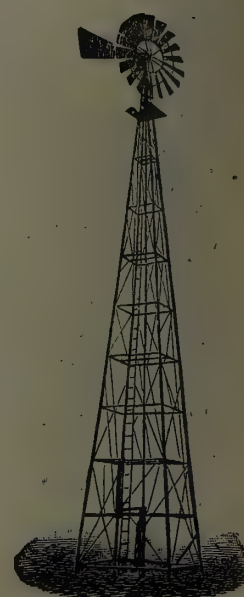
Our interests are mutual—in securing a profitable and satisfactory business for both of us. Write the **ONTARIO WIND ENGINE & PUMP CO., Ltd.**, at Winnipeg, Calgary, Toronto, or Montreal.

Ontario Wind Engine & Pump Co., Limited
WINNIPEG

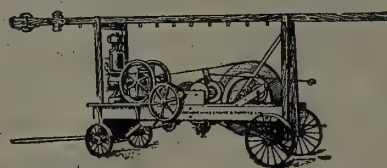
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TORONTO



TORONTO



CHAPMAN WELL DRILL

A Complete Line of Good Wagons

The I H C wagon line, including **Old Dominion**, **Hamilton**, **Chatham**, and **Petrolia** wagons, covers every possible Canadian condition. In all probability you will never get a request for any wagon that could not be furnished from this line. That is one reason why you should sell them.

If you were to visit the works where these wagons are made you would see immense stocks of lumber that are being seasoned in the old-fashioned air-drying way for the making of these wagons. You would see automatic machinery of the most modern pattern engaged in turning out an immense number of parts that are absolute duplicates; you would see a number of inspectors, carrying their gauges as a good housewife carries her keys, testing here and there and keeping the whole output up to a high standard of excellence; you would see finished wagons, every part of which had been inspected time and again in order that your customers might buy from you a perfectly satisfactory wagon. All of these are additional reasons why you should sell I H C wagons.

If you would like a few more reasons why you should sell these wagons, drop a line to the nearest branch house—a letter or post card will bring information and literature by return mail.



International Harvester Company of Canada, Ltd.

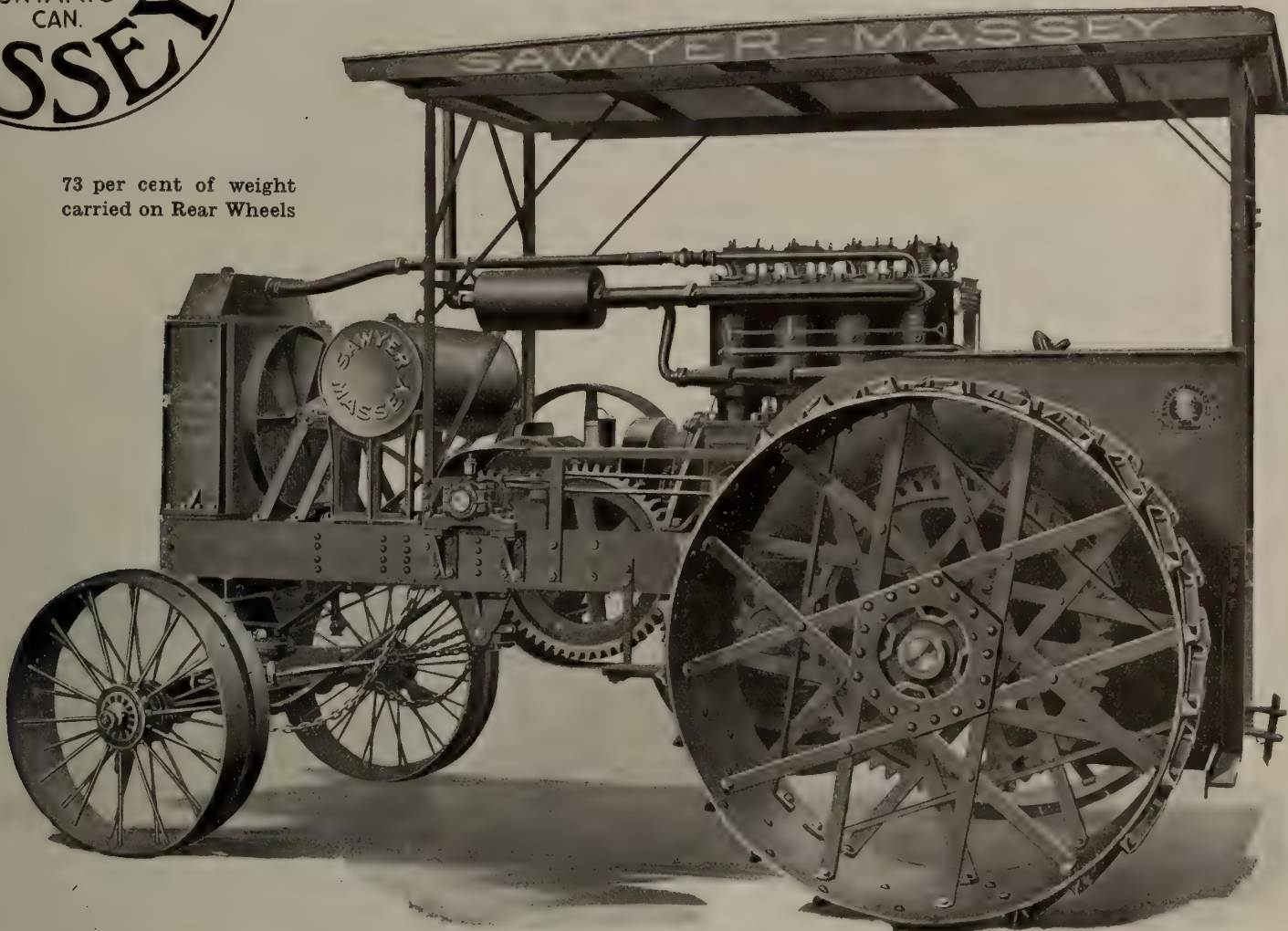
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At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.;
Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.



Gas Tractors

73 per cent of weight
carried on Rear Wheels



Sawyer-Massey Gasoline Tractor—Left View. 25-45 Horse Power.

Best Dealers' Proposition of the Year

The Sawyer-Massey line of Steam and Gas Tractors, Threshers and Road Making Machinery is the **best dealers' proposition** of the year.

Because:

- 1st.—They are ready sellers and once sold, stay sold and bring new customers.
- 2nd.—Every machine bearing the Sawyer-Massey trade mark is built of the best material, by skilled Canadian workmen, in a Canadian factory, to meet Canadian conditions.
- 3rd.—Every Sawyer-Massey machine is thoroughly tested and inspected before leaving the factory.
- 4th.—Back of the Sawyer-Massey product is over seventy-six years experience in farm power machinery building.
- 5th.—The Sawyer-Massey gas tractor has more "talking points" than any machine of its kind on the market.

WRITE FOR OUR 1913 CATALOGUE

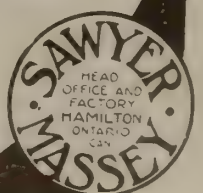
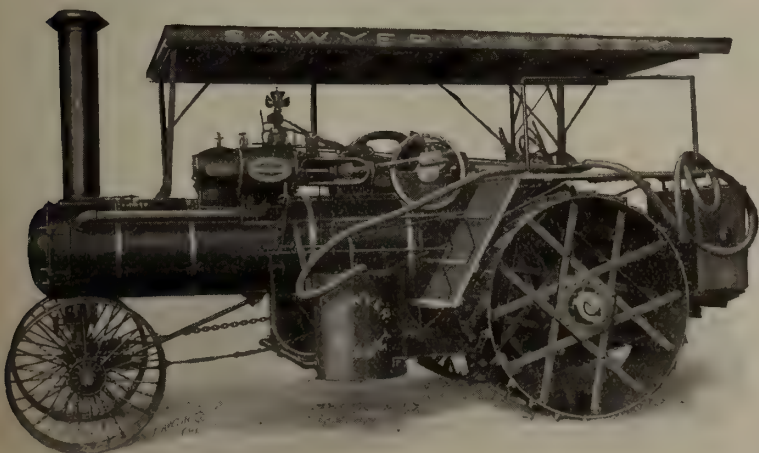
Sawyer-Massey Co., Ltd.

Builders of Steam and Gasoline Traction Engines
Threshers, and Road Making Machinery

Head Office and Factory: Hamilton, Ontario, Can.

Branches and Warehouses:

Winnipeg, Man. and Regina, Sask.



Take The Main Traveled Road

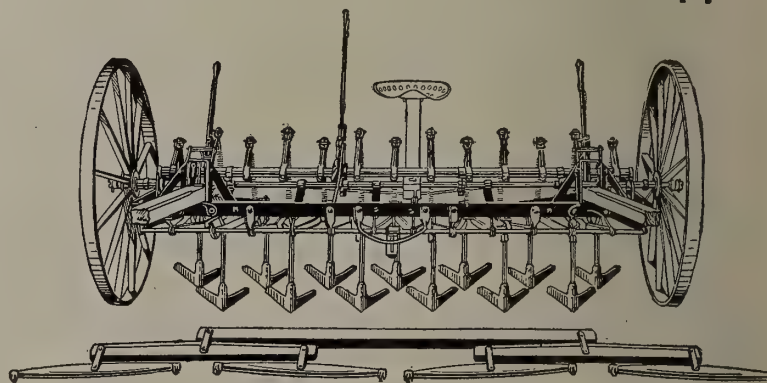
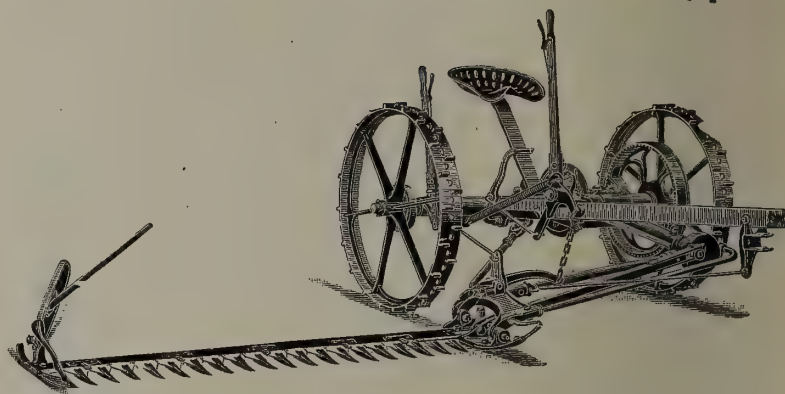
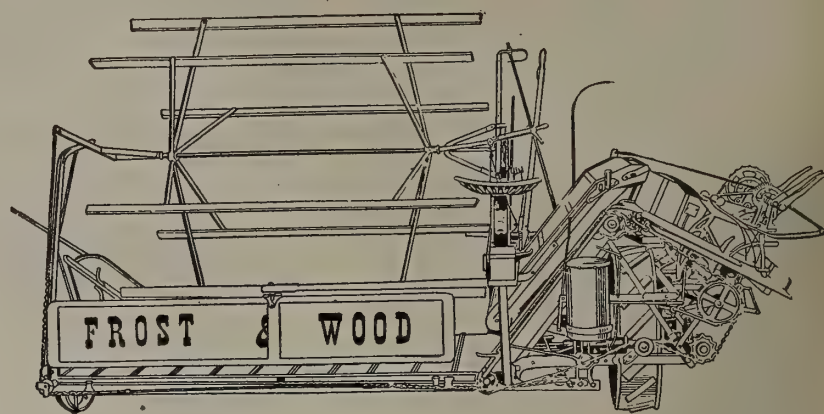
The main traveled road is the main traveled road, in almost every instance, because it is the best and safest road, and because it is the most direct. Some little frequented road may be all right, but you are not sure. The experience and judgment of those who have passed before you is well worth heeding.

Just so in buying farm implements; those implements which are, and which have been for many years, the choice of a vast majority of Canadian farmers, have attained that distinction because experience has found them to be the best.

For more than seventy-four years Frost & Wood implements have been the choice of a vast majority of the best farmers in Canada. It has been a case of taking the main traveled road. Some other make of farm implements might do as good work and last as long as Frost & Wood implements; and then again, they might not. There is nothing to be gained by taking the chance.

This explains why the Frost & Wood Line is a good line to handle. It encounters the least resistance from the man to whom you are trying to make a sale. It is perfectly natural that a farmer will feel friendly inclined towards a line of implements which have been the standard from a time as far back as the oldest man can remember. He is predisposed to take the main traveled road.

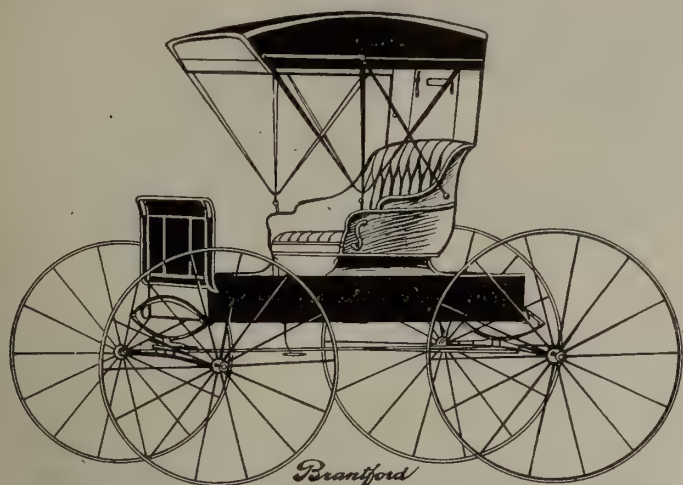
Ask us to talk this matter over with you. We can show you a lot of reasons why you should handle the Frost & Wood Line.



Cockshutt Plow Company, Limited

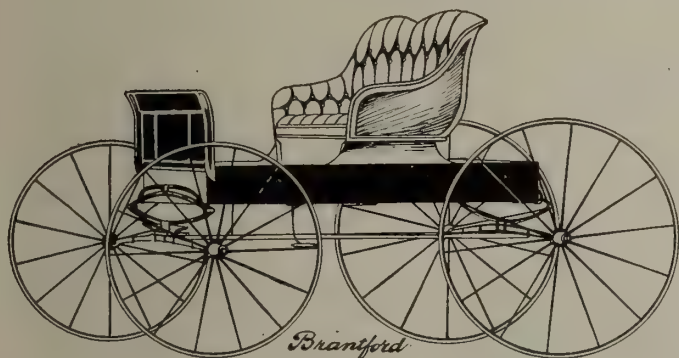
Western Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie



No. 216

This buggy has piano body, rubber top, steel Baily loops, and spring suspension, wrought iron fifth wheel which adapts itself so well to Western Canada driving. This has the popular auto seat and special solid foot wing dash. It is one of the most comfortable buggies on the market.



No. 415

This elliptic spring driving wagon has auto seat, Bailey body loops, special solid foot dash, and piano body. It is finished in leather, whipcord, or cloth, and is a first-class, serviceable driving wagon in every respect.



No. 217

This buggy is made along lines similar to No. 216, having piano body, auto seat and, in all, is a very strong, durable and comfortable buggy, which is giving excellent service in Western Canada.

**Durability, Comfort
and Style Identify—**

Brantford Carriages

Brantford Carriages are sold by Cockshutt dealers. Cockshutt dealers place satisfactory service to their customers above every other consideration. That is why they are Cockshutt dealers and that is why they sell Brantford Carriages.

Durability, comfort, and style are the qualities, which have for many years identified Brantford Carriages.

Brantford Carriages are used in cities, towns and in the country all over Canada. They are driven by people of every class who have use for buggies or carriages.

Dealers who handle Brantford Carriages have a practically unlimited class of prospects, as Brantford Carriages appeal to city as well as country people.

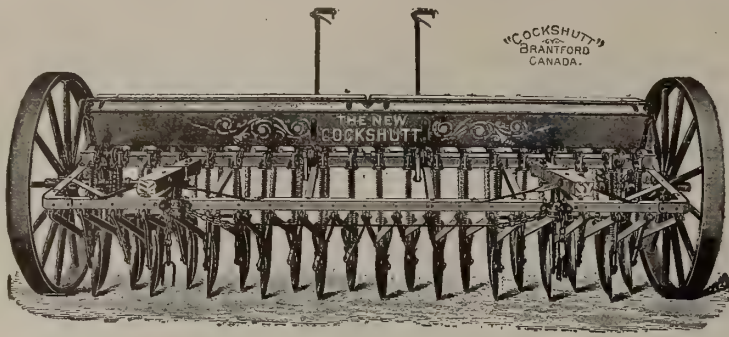
The illustrations here show a few styles of Brantford Carriages, but the complete line embraces a very wide range of styles, including buggies, carriages, carts, wagons, and sleighs, from which all requirements may be filled.

Let us send you complete information and give you a few vital reasons why it will pay you to handle Brantford Carriages.

Cockshutt Plow Company, Limited

Western Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage La Prairie



Seeding for Better Crops Means—

Sowing the seed at the right depth, sowing all the seed at a uniform depth, and doing this regularly and accurately over the entire field. In doing these things, the construction of the drill is the vital factor. If better crops follow the use of a certain drill because of its superior construction, you are surely interested in learning all about it—how and why better results are accomplished through its use. Larger and better crops are important to you because prosperous customers mean prosperous dealers. The following are some of the features of the

Cockshutt Drill

Single Disc, Double Disc, or Drag Shoe (Interchangeable)

That make for better seeding and longer service.

This drill cannot sag because the seed box is supported by a heavy steel I beam, which extends the entire length of the drill. Besides insuring that the discs will always cut at an even depth this beam absolutely prevents binding of any of the working parts; and consequently the feed operating mechanism always operates regularly and accurately. Preventing binding also makes for light draft.

The staggered set of the discs permits them to pass over loose sod and clods, so there is no dragging to interfere with their work. The discs of the Cockshutt have a wider stagger than those of any other drill.

The discs of the Cockshutt open wide bottomed furrows, which permit the seed to scatter out, form large strong roots, and draw plant food from a large amount of soil.

The bearings of the discs are dust-proof and self-oiling. When the chamber is once filled with hard oil, the drill can be run the entire season without re-oiling.

The discs of the Cockshutt will turn and cut even in wet soil, as the spaces between the double discs widen towards the rear, which prevents sods, etc., from clogging between the discs.

The frame of the Cockshutt is the most substantial ever used on a drill. It is made of heavy angle steel and is solidly braced and HOT RIVETED—there are no bolts to work loose.

Ask us to send you complete information about the Cockshutt Drill, and to show you why it will pay you to handle this drill.

Cockshutt

Combined Pulverizers and Sub-Soil Packers

Break Up the Clods and Conserve the Moisture

There is no more valuable implement to the Western farmer than the Cockshutt Combined Pulverizer and Sub-Soil Packer; there is no implement that he can use that will pay for itself as quickly.

One of the great advantages of this pulverizer over the ordinary type is that the rims of the wheels are V-shaped. Besides breaking up the clods, these V-shaped rims pack the sub-soil and leave a layer of fine soil on the surface. The packed sub-soil brings the moisture up to the plant roots and the fine surface soil prevents evaporation.

Small channels are formed by the V-shaped rims, and these prevent blowing of the soil and retain rain. When a heavy crop of stubble has been plowed under, this pulverizer is indispensable. The layer which is formed by the plowed-under stubble or weeds separates the surface soil from the moist sub-soil and prevents the moisture reaching

the plant roots. The only way to successfully overcome this serious difficulty is to use the Cockshutt Combined Pulverizer and Sub-Soil Packer. The V-shaped rims press the surface soil through this layer, breaking up the layer, and bring the surface soil in close contact with the moist sub-soil. As a result capillarity is enhanced and the necessary moisture brought up to the plant roots.

These pulverizers are made flexible so that they conform to irregular or rolling land.

We also make a pulverizer with regular flat wheels for the farmer who desires that type.

When you sell a Cockshutt Combined Pulverizer and Sub-Soil Packer you help your customer to raise larger crops—to make more money—and whatever benefits your customer surely reacts to your advantage.

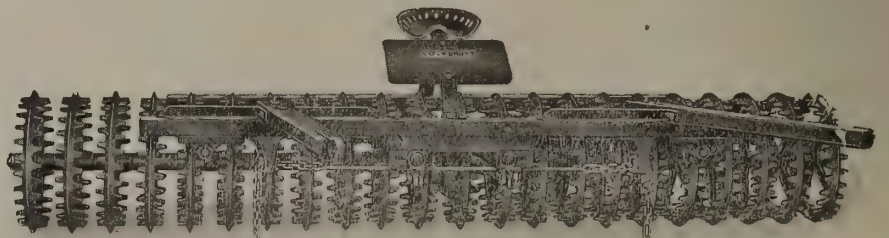
Cockshutt Plow Company, Ltd.

Western Branches:

Winnipeg, Regina, Calgary, Saskatoon

Distributing Points:

Red Deer, Lethbridge, Edmonton, Brandon,
Portage la Prairie



CANADIAN FARM IMPLEMENTS

Vol. IX., No. 3

WINNIPEG, CANADA, MARCH, 1913.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.0
Per Copy, 1 c.

Fifth Annual Meeting of the Interprovincial Retail Implement Dealers' Association

Election of Officers—Discussions of Insurance and Organization

On Tuesday morning, February 11th, in the Royal Alexandra Hotel, Winnipeg, at 10 a.m., in the absence of President C. R. Gough, the Vice-President Chris. Johnson, Baldur, called the meeting to order in the following words: "Gentlemen: It is to be regretted that the attendance is not what it might have been especially when so many retail implement dealers are at present in Winnipeg. Many are, no doubt, taking an active part in the Bonspiel, which is at the present moment occupying the attention of almost every business man in Western Canada. The great interest and enthusiasm, however, shown by those present to a very great extent makes up for the lack of numbers.

"The want of interest in the Association shown by the majority of our members as evidenced by so few being present here to-day convinces me that vigorous action on our part will be necessary to create renewed interest. I believe great efforts should be put forth to extend the influence of the Association, thus, arousing all members of the retail implement trade to the recognition of the fact that such an organization as this is a virtual necessity and of the greatest value to every individual member connected with whole trade throughout this territory.

"Gentlemen, I regret that I am not a platform speaker for this is a subject that is of such vital interest to me that I feel unable to do it justice, more especially so as I had not expected to occupy so important a position as chairman of this meeting, and hope under the circumstances, that you

will not expect a lengthy address from me. I would now ask the secretary to read the minutes of our last annual meeting."

The minutes were then read by F. D. Blakely, and upon motion of

David Shirriff, seconded by John Morecombe, Cypress River, were passed without alteration.

The secretary-treasurer then read the financial statement given herewith:

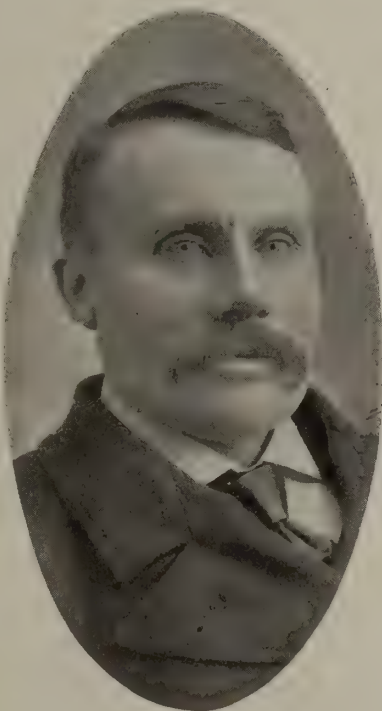
Secretary's Report

"Gentlemen: I present you, herewith, my fifth and last annual report as secretary of the Interprovincial Retail Implement Dealers' Association.

"The statement presented to you a year ago was a disappointment to me, but that which I give you now is but little better. I therefore believe it in the best interests of the Association that you appoint a secretary who is actively interested in the retail implement business, or one who can devote his whole time to the work.

"During the year just closed the receipts for membership and insurance premiums, totalled \$966.13; our disbursements for the year amounted to \$1049.84, leaving a deficit in operating expenses of \$83.71, cash in bank being \$131.02. As pointed out in my report last year, if every member of the Association could have taken advantage of the Fire Insurance Department it would, not only have saved each considerably more than their fees, but it would also have strengthened the Association and got for us a better rating with the Insurance Company. As stated before, even though a member be the agent for the Insurance Company with which we do our business, or for any other Insurance Company, we are in a position to save him money on the premium. But for one reason or another you have not thought best, with but few exceptions, to place your insurance business through us.

Now, gentlemen, I trust that you will not feel there is anything personal in my refusing to longer act as your secretary. The two



C. JOHNSON, Baldur,
President.



J. F. WALKER, Portage la Prairie,
Vice-President.

Fifth Annual Statement

Receipts		Disbursements	
Cash on hand.....	\$214.73	Insurance premiums ...	\$728.79
Membership fees	230.00	Salary Sec.-Treas.	250.00
Insurance Premiums ..	736.13	Annual Meeting Ex. ...	19.90
		Postage and Printing ..	31.25
		Exchange	19.90
		Cash on hand	131.02
	\$1180.86		\$1180.86

F. D. Blakely, Sec.-Treas.

Certified correct.

D. Shirriff, Auditor.

principal reasons for this decision on my part are, first, that my time is more than fully occupied—in other words I now have to neglect business that causes serious loss to me, in order to give the Association the attention it should have. Secondly, I believe that so far as the Association is concerned, at least, I have got into a rut. And some one directly connected with the retail business, or an organizer who will devote his whole time and attention to the work can, I am certain, make an unqualified success of it. For these two reasons I have definitely decided to refuse appointment for 1913. But I promise to my successor, not only my personal assistance in every way, shape and form possible, but also that of your official organ Canadian Farm Implements.

"Last year I stated to you that if you would engage a competent secretary and organizer to devote his whole time to the Association that I would agree to contribute \$200 towards the payment of his salary and expenses, and also that I would raise at least \$400 more from manufacturers and jobbers connected with the wholesale implement interests of this City.

"Now, gentlemen—I am prepared to again renew that offer this year. If the president and directors which you elect here today decide on the above policy, and keep a competent man on the road in the interests of the Association, I will agree to contribute \$200 for this purpose and endeavor to raise enough from the source before mentioned to make a total of eight hundred or a thousand dollars to be used as before outlined.

"All of which is respectfully submitted—gentlemen, I thank you."

D. Shirriff rose and expressed regret that Mr. Blakely should wish to resign, and suggested that his resignation be laid on the table, feeling sure that in this he was but voicing the opinion of all present.

Mr. Blakely, in an afterword, made the following remarks:

"Mr. Chairman and gentlemen: There are none, I feel sure, who have more need of an efficient Association than do the retail implement dealers of Western Canada. I think that it would be a calamity—in fact a shame—if this Association should cease to exist. With so small interest as many of the members show, I admit I feel discouraged. If we only make an effort to keep going, I am certain that something will happen in the near future to enthuse the members to extend the sphere of the organization.

"If we can get a live man on the road, it is a position that could be made financially attractive for such a man. I fail to understand why a letter should not bring in the Association dues from a member upon receipt of the request, even as it always does from the Winnipeg Board of Trade, or any such body. Consider, in the case of appointing an organizing secretary, how we would stand. The increased revenue made possible by such a man would more than justify his expense, besides which I can absolutely guarantee large voluntary contributions from the jobbing implement firms. What we want is interest on behalf of the members, and I have no fear for the ultimate success of the Association. For five years I have held the post of secretary-treasurer, during the last two you have paid for the work, but gentlemen, I would rather contribute \$200 towards the salary of some energetic and capable organizing-

secretary who could devote all of his time to the betterment and furtherance of the Association, than to accept the money you now give me."

J. F. Walker, Portage la Prairie, enquired how such organizers were paid, and the secretary-treasurer replied that the office was usually combined with that of secretary, carrying with it a yearly salary and expenses. Mr. Blakely also said that he regretted that he issued letters to each and every member and that few had even taken the trouble to send in replies on the enclosed postal card. It was only a case of business to reply to all communications received, and those who did not reply were sadly lacking in business courtesy.

David Shirreff moved the adoption of getting an organizer and said that it was hard for them to fill the place of their secretary-treasurer, yet it was essential in order to get their business on a proper basis that they appoint such a man. The trouble was to get the suitable man to take the position, but if such a man were found there was no reason why the Association should not be an unqualified success. The mere fact of the amount possible to save in insurance alone should prove a great incentive for the retail implement dealer to join the Association. It requires a person who has the knack of getting the dealer to see the advantages which would accrue from his being a member. If we only covered the Province of Manitoba alone, in it there are enough implement dealers to ensure the success of the Association. In conclusion, Mr. Shirreff said: "As I commented, the trouble is to get the suitable man for the post; having him, success is assured."

This motion was seconded by

J. F. Walker, Portage la Prairie. "I hate," said he, "to see Mr. Blakely drop out, and this renders it all the more necessary that we have a man to devote his whole time to the work. I am sure that the non-replies of many dealers to the circular letters sent is due to the continual changing, in the majority of cases. Why, a representative of a large concern was in my town the other day transferring the business of his company to a new dealer and he said that in that week alone he had transferred five agencies. That would mean that, for a time at least, these men would have little interest in the Association." He believed dealers could be reached best by an organizer.

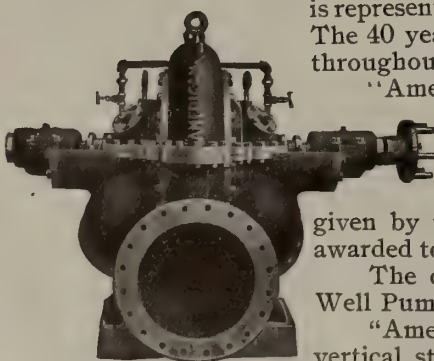
It was, therefore, proposed by Mr. Shirreff and seconded by Mr. Walker that the secretarial report be adopted and an organizer appointed to replace the secretary, now resigned. Carried.

PRESIDENT'S ADDRESS

The next business was the presidential address, and in the absence of the president, Mr. Chris. Johnson, Vice-President addressed the meeting. In a characteristic speech he said:

"I regret that so few members see fit to be present today, and one thing, beyond all, seems to me to have to be settled. Unless we increase our membership and keep up our spirit of interest and enthusiasm, we had better quit! I regret that Mr. Blakely has resigned his position, I am sorrier than I can say, yet I cannot blame him. He seems to have been practically the only one who was really working, and the results were meagre. Yet that is our own fault. Look at the Association of the Retail Lumbermen. They are a body of strength and solidity; practically every man in the busi-

THE STANDARD BY WHICH OTHERS ARE JUDGED



power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

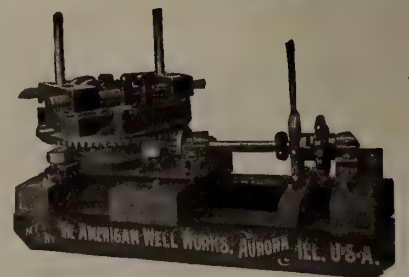
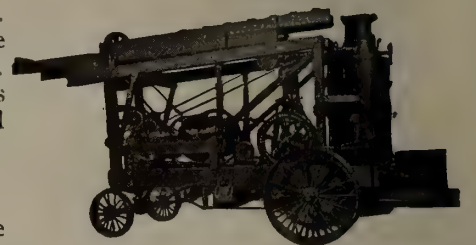
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



ness is a member. If they can be so successful, why not the retail implement dealers? Their scheme of insurance helps them to succeed. The manager of a lumber business in my own town said that insuring in regular companies their premiums were as high as 29½ per cent. He had been in their Association for three years and on the first year only paid 5 per cent. By paying a little every year the amount becomes infinitesimal. If we can but show retail implement dealers that they can make money by joining us, by participating in our insurance scheme, I am positive that they will flock around us. With an increased membership we can individually save a great amount of money through our insurance scheme."

F. D. Blakely in explaining the

present insurance policy of the Association said: "I beg to reiterate that a dealer, although an agent for insurance companies, can save money by our insurance scheme." Continuing, he gave some interesting facts and figures regarding the policy of insurance carried on by the Association, showing the great saving that could be had by insuring through the Association."

The Chairman: "We are glad to hear of the insurance status of the Association, and again I repeat that we cannot blame our secretary for having gotten discouraged. We must go ahead or stop for good. There is no use in wasting time if ultimate success is not our goal. If the Lumbermen's Association can do so well, so can we! There are, I dare say, not as many lumbermen as there

are retail implement dealers, and, in any case, we carry just as much insurance as they do. Gentlemen I should like to hear your ideas anent the insurance scheme."

David Shirriff: "Was anything done last year regarding an organizer being appointed?"

Mr. Blakely: "We had one man, a traveler, investigate us. He visited the president in connection with organizing the Association more thoroughly. Evidently the proposition did not appeal to this man. Although it was suggested that we advertise we did not as it would probably mean only the answering of a great many unsuitable applicants."

W. O. Mayne, Pilot Mound, then said that he was of the firm opinion that all should make an effort to push the Association ahead. It was possible if only all

would get at it and work the right way. The small membership was probably due to the fact that the retail dealers changed locations often, and were an organizer out among them, it would be possible to keep in line. A newly started dealer in his own town had said that he was only too willing to join the Association.

James Winram, Pilot Mound: "I feel sure that we should get an organizing secretary and we should go on and increase the insurance to the \$100,000 mark. This increase would be excellent facts for the organizer to use as arguments and would, I am sure, appeal to every sane dealer."

F. D. Blakely: "It would be essential that the organizer had some insurance experience, and in that respect it could be easily arranged for him to get a great

John Deere Plow Co.

The Deere Factories and What They Make

Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows

Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools

John Deere Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears

Marseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders

Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons

Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses

Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade

Van Brunt Mfg. Co., Horicon, Wis.
Grain Drills and Seeders of all kinds

Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows and Spring Tooth Harrows

Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West

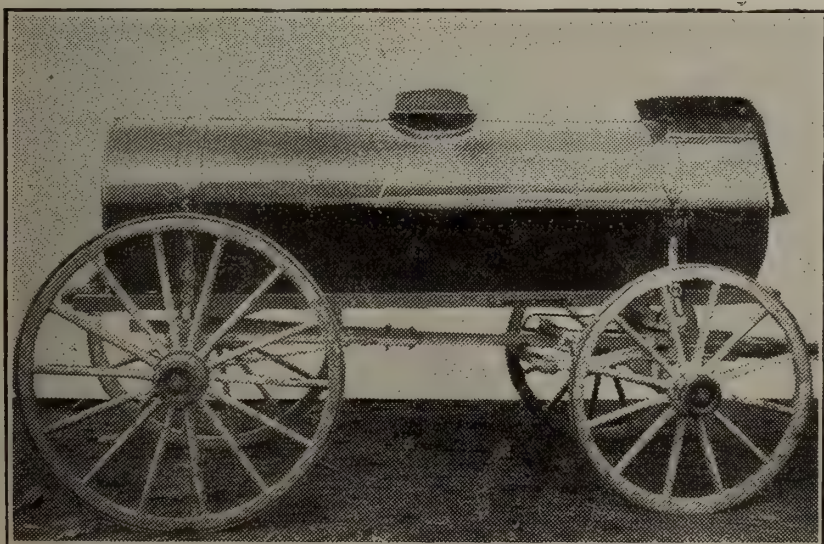


*The Trade Mark of Quality Made
Famous by Good Implements*

The Sales Organization

Deere & Webber Co., Minneapolis, Minn.
John Deere Plow Company, Moline, Illinois.
John Deere Plow Company, Omaha, Nebraska.
John Deere Plow Company, Sioux Falls, S. Dak.
John Deere Plow Company, Kansas City, Mo.
John Deere Plow Company, Oklahoma City, Okla.
John Deere Plow Company, Denver, Colorado.
John Deere Plow Company, St. Louis, Missouri.
John Deere Plow Company, New Orleans, Louisiana.
John Deere Plow Company, Nashville, Tenn.
John Deere Plow Company, Atlanta, Ga.
John Deere Plow Company, Dallas, Texas.
John Deere Plow Company, Portland, Ore.
John Deere Plow Company, Spokane, Wash.
John Deere Plow Company, Boise, Idaho.
John Deere Plow Company, San Francisco, Cal.
John Deere Plow Company, Indianapolis, Ind.
John Deere Plow Company, Columbus, Ohio.
John Deere Plow Company, Baltimore, Md.
John Deere Plow Company, Syracuse, N. Y.
John Deere Plow Company, Des Moines, Iowa.
John Deere Plow Company, Milwaukee, Wis.
John Deere Plow Company, Winnipeg, Man.
John Deere Plow Company, Saskatoon, Sask.
John Deere Plow Company, Regina, Sask.
John Deere Plow Company, Calgary, Alta.
John Deere Plow Company, Edmonton, Alta.
John Deere Plow Company, Lethbridge, Alta.
John Deere Export Company, New York, N. Y.
Con. Wagon and Machine Co., Salt Lake City, Utah.
Bristol & Gale Company, Chicago, Illinois.

A FULL LINE OF FARM IMPLEMENTS



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks that Sell!

We are Specialists in the construction of Steel Storage and Wagon Tanks, whether for Water, Oil or Gasoline. Our

Western Standard Tanks

are the last word in Sheet Steel Tank construction.

Our prices and discounts mean money to the dealer who handles our line.

Come and see us when in Town or write for our proposition to dealers.

RED RIVER METAL COMPANY, WINNIPEG 51-53 AIKINS STREET



The Outfit to Sell to Friends

Every sale you make should make the buyer your friend—otherwise your profit is a loss.

You make no mistake in selling

**RUMELY
GAS PULL
LA PORTE**

**Tractors
AND**

Rumely Gang Plows

They have a reputation—push them and you will be repaid with a satisfied customer and a liberal profit.

Get ready now. The demand this spring for Rumely Gas Pull Tractors and Rumely Engine Gang Plows will be heavy. Our proposition to dealers on this outfit is very liberal—write for it now, so you'll be ready.

When you write ask for our Dealers' Ad Book and the other helps we furnish you free in selling this outfit.



RUMELY PRODUCTS CO.

(Incorporated)

Power-Farming Machinery

Toronto, Winnipeg, Brandon, Regina, Saskatoon,
Yorkton, Estevan, Calgary, Edmonton, Vancouver.

525

many selling pointers and facts from our present companies."

Mr. Winram thereafter proposed a gentleman of his acquaintance, E. H. Mayne, as secretary-organizer, paying him an exceptionally fine tribute as a man of business ability and knowledge of conditions in the implement trade. He said that he had known Mr. Mayne for years, since he had actually been engaged in the retail implement business in his own town—Pilot Mound. He was of the opinion that Mr. Mayne was ideally suitable for the post, and, should he come to terms with the Association he felt sure that he would do yeoman work for its service. It was a paying proposition, said he, to give a good man a good salary, for a cheap man was dear at any price.

It was thereafter arranged to get in touch with this gentleman, who was considered by all present as being eminently suited for such a post, a later meeting to be held to hear whether or not he could accept the post as outlined. Mr. Blakely said that if the organizer were situated in Brandon or Winnipeg he would be in a good location as regards contact with the insurance companies, and, if necessary, he would personally carry on the insurance account as there were two separate accounts, one for membership fees, etc., and the other a purely insurance account. He, however, trusted that the gentleman who they should appoint would manage to handle both accounts, as he had recently been tied to his office practically day and night through pressure of other business.

J. F. Walker, Portage la Prairie, then addressed the meeting, saying: "Mr. Chairman and gentlemen. We surely would be a poor weak bunch if we did not go ahead. In the implement business we are all of us engineers to a certain extent, surely then, we can run this Association to a supreme pinnacle of success. Regarding the insurance business, if I had insurance in four companies, and if my policies did not all cover the same line of goods, I would have trouble to get my insurance. I was not aware at one time that a concurrent policy was required. Now, an organizer could show different members of the Association such points, so that they have forms of policy drafted such as are absolutely safe. Such a man, as an organizer, I am sure, would be a powerful lever towards the increase of the energy of our Association. I realize that we must have the right man. Many men can sell any thing that you can name but they fail

lamentably when it comes to selling insurance. It is a line by itself—a special trade. A man with a knowledge of insurance would be a strong point in increasing membership. We shall thereby be able to educate dealers to the advantages of our organization, and what is more our figures regarding insurance shall show them that we are what we will be—a success."

John Morecombe, Cypress River: "All we can do is to get the best man available. It is difficult to get such a man, a man who is in all respects suitable. He must be able to sell insurance. It is easy to sell plows, but to sell insurance is a tougher proposition. Furthermore, we must have a man who can convince every implement dealer of the benefits of belonging to our Association. Every time we look at our trade paper, CANADIAN FARM IMPLEMENTS, we notice how often dealers change their locality. I fancy that often the companies are at fault who give agencies to men who are unqualified for the business. An implement dealer must be, beyond all, a man with a thorough knowledge of business. What we want, gentlemen, is an organizer with that personal magnetism which will appeal to men, and will lead them to join our ranks. For my own part I promise that I will do my best for the Association, especially for the insurance side of the business. If we could, for a year, pay more attention to the Province of Manitoba, we could later direct our attention to the territories farther afield. In Manitoba alone there are enough retail dealers to make this no small undertaking."

J. F. Walker, Portage la Prairie: "I consider that a good point of Mr. Morecombe's. If we primarily got the men in Manitoba all enthusiastic there would be little trouble in ultimately widening our sphere of action with success. If you get one man interested he leads to another joining, and so on. Regarding insurance, I once had a livery stable in North Dakota. In a store room I had buggies with insurance on them amounting to \$1,000. My store-room was small, and just before the fire happened we took away the tops, shafts and cushions of all the buggies and put them in another building. The fire came, and because I did not have the complete buggy destroyed by fire I got nothing from the insurance company."

H. Weidenhammer, Grandview, concurred that they should get an organizer, considering that the re-

tail implement dealer was in the majority compared with the lumberman. In his town the ratio was four to one in favor of the dealers. He wanted to see the Association one of the strongest in Western Canada.

It was finally decided to leave the appointment of a secretary-organizer to the executive.

ELECTION OF OFFICERS

The next business was the election of officers for the ensuing year. It was moved by Jas. Winram, seconded by John Morecombe, that Mr. Johnson be elected as president. There being no further nominations, the motion was carried unanimously with the greatest enthusiasm.

Mr. Johnson, in accepting the office, said: "Gentlemen, I thank you for the honor you have done me, but I feel that I am really unsuited for the post. Living as I do in an out of the way town, I feel that I cannot do much; yet, since you wish it so, I will do my best, but if next year's meeting does not show a greater attendance I fancy I shall try to hide."

It was moved by D. Shirriff, seconded by C. Johnson, that J. F. Walker be elected vice-president. There being no other nominations, the motion was carried with unanimous enthusiasm. Three directors were then elected for a term of two years, as follows:

Moved by D. Shirreff, seconded by J. Morecombe, that Mr. W. J. Wright, Regina, be elected. Carried.

Moved by D. Shirreff, seconded by J. Winram, that J. Morecombe be elected. Carried.

Moved by J. Morecombe, seconded by J. F. Walker, that H. Weidenhammer be elected. Carried.

It was then suggested by two members, and carried unanimously by all present, that, in order to still have F. D. Blakely as an official in the Association, and to still have his advice and help in its affairs, that he be elected Honorary-President of the Association.

Mr. Blakely thanked the members for the honor done him and assured them that whether or not an official in the organization they might always depend on him to do all that lay in his power for the Association and for the retail implement trade throughout Western Canada.

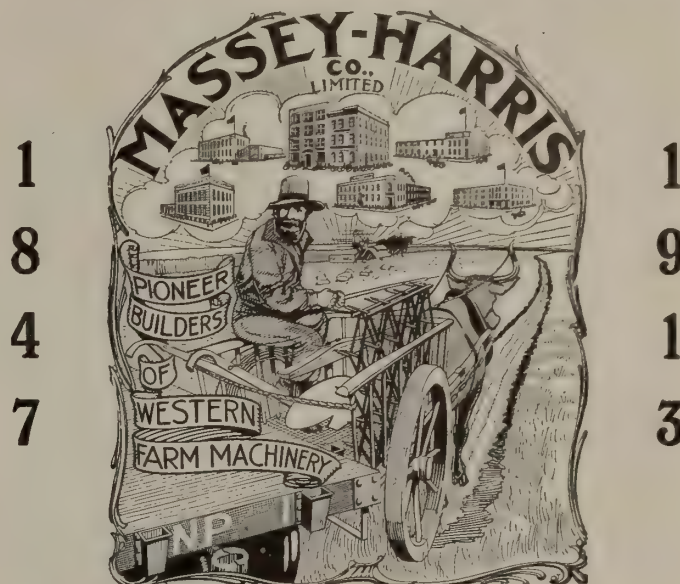
Mr. Shirreff then raised the interesting point of the suitability of Winnipeg as a place for the annual meeting. He said:

"Gentlemen: As you are all aware, for the past five years we have held our annual meetings in Winnipeg. Now I wish to point out to the members that, in a way, Winnipeg is not really an ideal centre for our annual meeting, as it lies too far to the east. There is little doubt that the meagre attendance today is due to the excessive length of the journey for dealers situated in the West. I would beg to suggest that our next annual meeting be held at Brandon, and also that the date be coincident with that of the Brandon Winter Fair. In Brandon we have a splendid Winter Fair. Hundreds of dealers are in town during its progress, and there is only one larger arena on the continent than the one now being built for the Brandon Fair—I refer to that of Chicago. The town has every facility for our convention, having splendid hotel accommodation while the railways issue special low rates during the Fair. If we would hold our next meeting in Brandon I feel confident that a large attendance would result. We have found that the extreme Western dealers have been slow to come the long distance. I feel sure that Brandon would not seem an impossible distance for them."

Mr. Morecombe: "I think the suggestion is good and has much in its favor. I feel certain that a great many retail dealers are in Winnipeg today who have not shown up at the meeting. Personally all of us have met dealers we are acquainted with in town just now, but where are they? It seems to me that a dealer coming into Winnipeg during the Bonspiel is either in town busy getting his spring stock or he is a curling enthusiast who you must drag from the rink by sheer strength. Were our date and time of meeting made to correspond with the Winter Fair period in Brandon, I am certain that dealers would come there in large numbers, making the convention trip more of a holiday than a mere business trip or as a sporting enthusiast venture to win a game. The majority of us who are here today are as near or nearer to Brandon as we are to Winnipeg. I beg to second the motion that we try, for one year at least, Brandon as our annual meeting place."

J. F. Walker: "I think it a mistake, also, to hold the meeting during Bonspiel. Most dealers are in Winnipeg on business or pleasure bent and have no time to attend—or so they argue! On my way here today I met a dealer

THE BEST THAT'S MADE ---
consequently THE EASIEST TO SELL



MASSEY-HARRIS

COMPLETE LINE UP-TO-DATE

FARM IMPLEMENTS

SEASONABLE
LINES -

1913 - No. 11 DRILL

THE DRILL WITH THE STRONGEST FRAME

"GREAT WEST" PLOWS

THE LEADERS OF ALL WESTERN PLOWS

No. 7 CULTIVATOR

THE PERFECT WEED KILLER

No. 8 DISC HARROW

ALMOST ALL STEEL—NEW FORECARRIAGE

The machinery that has pleased generations of Western Canadians cannot fail to please YOUR CUSTOMERS.

If you have not received our new 1913 Catalogues, write our Branch Office today.

MASSEY-HARRIS COMPANY,
LIMITED

Winnipeg Regina Saskatoon Yorkton Calgary Edmonton

well known to me. I asked him to come along to the meeting, but he replied that he was waiting for an automobile prospect to whom he was selling a car. We have too many divided interests in Winnipeg at this time, and I think that the change would work well and build for a great attendance."

It was accordingly moved and seconded that the 1914 annual meeting be held in Brandon during Winter Fair week, the time and place being left for the executive to settle.

Before closing the meeting a general vote of thanks was accorded the retiring secretary-treasurer, F. D. Blakely, Messrs. Johnson, Shirreff, and Walker voicing the general regret felt at his retiral and the hope that he would continue to take a keen interest in the affairs of the Association. They all knew that the heavy end of the stick had been on his shoulders since the inception of the Association, but trusted that he would still see his way to be as useful as of yore.

Mr. Blakely suitably replied, saying that although circumstances did not permit of his continuing as secretary he would be ever ready and willing to help

them by every means in his power.

EXECUTIVE MEETING

The executive meeting of the Association was called to order by President Johnson in the offices of CANADIAN FARM IMPLEMENTS at 9 o'clock a.m. on the morning of February 13th, 1913, the following directors being present: C. Johnson, President; J. F. Walker, Vice-President; John Morecombe, W. O. Mayne, Jas. McEwen, H. Weidenhammer, F. D. Blakely was elected sec. pro. tem.

Mr. Blakely read a very interesting letter from C. R. Gough, ex-president of the Association, which was ordered to be filed after being thoroughly discussed.

It was moved by J. F. Walker, seconded by W. O. Mayne that the treasurer is hereby instructed to pass a sight draft for \$5 on all 1912 members to cover their fees to this Association for the year 1913. Also, that a letter containing a copy of this resolution be mailed each a few days in advance of the draft. Carried.

Moved by John Morecombe, seconded by J. F. Walker that the office of treasurer be separated

from that of secretary, and that F. D. Blakely be appointed treasurer for 1913, also that he continue to take care of the insurance business placed through the Association. Carried.

The following telegram was then read by the secretary: "Will accept at \$120 per month and expenses. E. H. Mayne." This was in reply to a wire asking whether that gentleman would act as secretary and organizer. It was moved by H. Weidenhammer, seconded by J. Morecombe, that the offer of E. H. Mayne to fill the position as secretary and organizer at a salary of \$120 per month and expenses, while on the road, be accepted. Carried.

Moved by Jas. McEwen, seconded by H. Weidenhammer, that the treasurer make a contract with Mr. Mayne and provide him with all the necessary credentials. Carried.

Moved by J. F. Walker, seconded by J. McEwen, that meeting adjourn to meet at call of president. Carried. The meeting was adjourned at 11 a.m.

You can expect the modern bride to have her fingers crossed when she promises to obey.

The Composition of Milk

Milk occupies an almost unique position among animal foods, for it contains in itself representatives of all three nutritive constituents, namely protein, carbohydrates and fat. In many cases of disease where nutrition is impaired milk is almost indispensable. A certain amount of money spent on milk at eight or even ten cents a quart will furnish more flesh forming materials and will produce more energy in the human body than if expended on meat, eggs, etc. Milk is a particularly fine medium in the growth of bacteria and is peculiarly liable to contamination. Water forms by far the largest proportion of milk and serves to hold some of the constituents in solution and some in suspension, and the solids it contains are either in solution or in a finely suspended condition. Among the principal compounds of milk we have to consider two as being of most importance—Casein and albumen.

Casein is now thought to be an albuminoid body in combination with lime salts, or more correctly, calcium phosphate, and in this state it is in solution, or at least, in semi-solution. In the presence

BE THE MAN AT THE DOOR

Get There By Co-operation



So far as we know, we are the only manufacturers of cream separators whose factory is working nights.

The fact that EMPIRE Cream Separators are world renowned might partly explain it. But is not our co-operation with dealers an even better reason? Dealers handling

EMPIRE CREAM SEPARATORS

do better, time and effort considered, than they could with any other separator or farm implement. Of course, EMPIRE dealers are hustlers. But does not practical, sensible co-operation with dealers help a lot? We mean the co-operation which makes people want EMPIRES, which makes you first at the door of the well-to-do farmer who wants a separator to be proud of, and first at the door of the hard working farmer who must make the biggest profit he can from the money he spends for a separator.

What sort of a co-operation is it that keeps the world's model separator factory busy after 6 p.m.? Write us for particulars or ask to have a traveler call.

EMPIRE CREAM SEPARATOR CO.
Toronto, Can. Winnipeg, Can.

of an acid, either added or developed in it, the union with the lime salts is broken up and the casein separates as an insoluble substance. This is apparently what takes place when milk thickens through souring. Although this form of casein is quite insoluble in water, it is readily and completely soluble in weak solutions of caustic alkalies, or in solutions of washing soda and baking soda. Practical use is made of this property in determining the fat in thickened milk by means of the Babcock tester. If the clot that is formed in sour milk is allowed to stand, some of the clot, or casein, appears to combine with the lactic acid of the milk and gradually go into solution.

Casein of normal milk is also acted on by the enzyme of rennet with the formation of an insoluble product. Acidity and heat aid the rapidity of the action. The casein of this curd is not separated from the lime salts, and in this respect the rennet coagulated material differs from the clot of sour milk. Indeed, the presence of soluble lime salts is essential to the coagulation of milk with rennet. Consequently, as heating milk to near the boiling point renders some of the lime in it insoluble, pasteurization or sterilization cannot be practiced in the ordinary process of making cheese. The ripening of cheese, so far as the curd is concerned, is the breaking down of this soluble rubbery curd into soluble compounds, much the same as would take place in the process of digestion in the body; and, as this is brought about by the ferments of the milk and rennet, and moisture and warmth are favorable to their action, the condition of the curd and the temperature of the curing room are controlling factors in this ripening process.

The casein and albumen of milk are easily digested, and are very nutritious forms of protein. The word "protein" simply means the fat of milk. In this we find a complex mixture of a number of fats, having palmitin, stearin and olein, while besides these we have butyrim. If for any cause butyrim is broken up, the butyric acid liberated gives butter the odor common to rancid butter.

The sugar in milk has apparently been placed there more as a food than as a condiment. It is not nearly as sweet as cane sugar; if it were we would probably soon take a dislike to milk; but it is easy of digestion, even by young children. It does not, like most sugars, readily undergo alcohol fermentation, but it does break

down into lactic acid with comparative ease. Thus the sugar is the material from which the acid of milk is formed and must decrease as the milk sours. However, as the lactic acid organisms cannot live in more than a small amount of acid, the action cannot continue unless some substance, such as baking soda, be added to neutralize the acid formed. This is the principle underlying the use of soda in preserving milk. The action of most of the other preservatives is to destroy, or hold in check, the action of the organisms which break down the sugar into acid. Both forms of treatment are objectionable.

The mineral constituents of milk, like some of its other constituents, have not been fully studied, but, part of these substances must be in organic com-

bination, as with casein, and part as complex salts that are influenced in holding normal milk in the condition we have it.

Home Cheese Making.

Cheese can be made from skim milk, but it is usually of poor quality, unless it contains at least one per cent. fat, which skim milk from milk set in pans or cans, frequently contains. To make such cheese, warm the milk to about 84 deg. F., by setting the vessel containing the milk in another vessel containing hot water. Stir the milk until it about 84 deg., then remove from the hot water. If colored cheese is wanted, add a few drops of cheese (not butter) coloring to the milk and mix thoroughly.

Next add about a teaspoonful of rennet for two to three gallons of milk and stir well. When the milk has thickened, cut the curd carefully with a long knife, into small pieces. Then set the curd and whey on the stove or into hot water, and warm to 95 deg. to 96 deg. In about two hours remove the whey, stir the curd slightly to remove the surplus moisture, sprinkle on about an ounce of salt, stir through the curd, then press into shape by means of a hoop and press. A hoop about six inches in diameter and six to eight inches high, made of heavy tin, open top, and bottom, with a wooden follower, can be got from any tin-smith. A piece of rail or scantling, ten or twelve feet long, will make a press by hanging on it a pail with stones in it. Start the pail four or five feet from the

DE LAVAL CREAM SEPARATORS



Are Easiest to Sell

BECAUSE they skim cleanest

BECAUSE they last longest

BECAUSE they turn easiest

BECAUSE they are easier to wash

BECAUSE they always win out in competition

BECAUSE they always give satisfaction to the user

If you want the leader, the best known and best advertised Cream Separator on the market, write immediately about an agency before your territory is closed.

Other Lines for De Laval Agents

The silo follows the Cream Separator. Canadian cow owners are rapidly coming to see their need of a good silo. More of our Ideal Green Feed Silos are sold in Canada than all other makes combined, and you'll find the agency profitable.

Then we have a complete line of Dairy, Creamery, Milk Dealer and Cheese Factory Equipment and Machinery. You might as well make a profit on material of this kind required in your locality.

WRITE FOR CATALOGS, PRICE LISTS, AND DISCOUNTS

The De Laval Dairy Supply Company Ltd.

WINNIPEG

VANCOUVER

MONTREAL

cheese, and move it out on the lever as the cheese becomes pressed.

After pressing for an hour remove the cheese from the hoop and wrap in a piece of clean cotton or cheese cloth. Also trim the edges, and make as neat as possible. Bathe the cheese with hot water. Put the cheese back in the press and allow to remain for twelve to twenty-four hours. It is now ready to put into a cool place (a cellar is very good) where it may remain for a month or six weeks, by turning it every day for a week, then every other day.

If the cheese moulds, wash in brine (salt water), or dip in hot paraffin wax when about three days or a week old. This will prevent "drying out," which is the chief trouble with small cheeses, especially skim milk cheese, which are very apt to be "bony."

Addition to I H C Hamilton Factory

During 1912 the Hamilton, Ont., factory of the I H C completed the largest output of machinery since its inception. With greatly increased facilities

the factory turned out approximately 220,000 machines. During the year several additions were made to the Hamilton plant, one of which was a new woodshop 100 x 400 feet, having two stories and a basement and being of reinforced concrete construction. The design of this building is such that the walls and columns can stand the weight of another two floors if such be necessary.

There was also an addition to the gray iron foundry 84 x 100 feet, which was erected to take care of the added requirement in gray iron castings.

The third building, which is now practically completed, is the power house, 104 x 105 feet, built of brick and concrete construction, with stone trimmings, steel sash and many other modern fire-proof features. The smoke stack is constructed of reinforced concrete, 180 feet in height with brick lining and eight foot flue.

This building is divided in the centre into a boiler and turbine room. The turbine room has a fifteen-foot basement, which will contain the fire and service pumps, condensers and their connections. A suction well in this basement is connected to the 30-inch intake through which water

is supplied from the bay for all factory purposes, except drinking. The electrical transformers are located in an extension to this building adjacent to the turbine room. To secure water supply for this building, it was necessary to dig a trench 24 feet deep by approximately 1,200 feet long, in which was laid the service pipe 30 inches in diameter. This intake furnishes cooling water for two 1,000-K.W. turbo-generators; two 1,500-gallon Underwriters' fire pumps, and several boilers, which are used for steaming and heating purposes. The cooling water from the condensers is returned to the bay through a 24-inch sewer, 850 feet long. These turbo-generators will be supplied with steam largely made from waste gases from the malleable iron furnaces, and offal from the wood shop, and are intended as an auxiliary and to carry part of the factory load.

It takes a weather prophet to acquire a reputation quickly.

Some people consider money a splendid substitute for brains.

The friends thou hast, and their adoption tried, grapple them to thy soul with hoops of steel.

Autos and Agencies.

The average automobile manufacturer hesitates to grant an agency for his product when the agent or auto dealer already handles one or two makes of car. Especially is this true when two of the lines are somewhere about the same in price. This may be a procedure that appears hard to the dealer, handling three or four different autos, but in the end it is beneficial to both dealer and manufacturer. To be sure it has always been the custom for automobile dealers in this country to contract for at least two lines of cars—one a machine at a popular price and the other a high grade machine of a more expensive type. While this may work out all right occasionally, it always prevents the building up of a solid sales organization as it tends to destroy the feeling of mutual interest between the dealer and the manufacturer. And such an interest is essential to successful selling. No man can serve two masters, for he unconsciously will be biased in favor of one of the types of car that he handles. One or the other of his lines is usually neglected, and usually it is the better constructed, but less widely known car that suffers. This is why

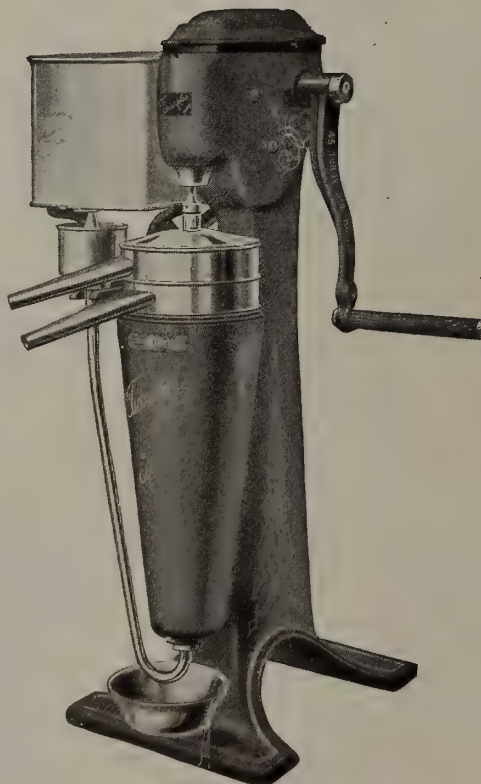
This is the Cream Separator that STAYS SOLD

SHARPLES Tubular Cream Separators

have the knack of making good—and their making good makes good business for Tubular Agents.

"There's the machine—see for yourself," is the argument that sells separators and keeps them sold—while much talk to hide faults only casts a temporary spell.

There's nothing complicated about Tubulars—your customers grasp their simplicity and advantages at once—and washing three parts instead of thirty parts is a feature that appeals to every one of them. Selling Tubulars is a clean business—there are no "come backs" and no "kicks." Therefore, make up your mind that you'll sell the one cream separator on which you can figure your profit as soon as you make a sale.



The Sharples Mechanical Milker Agency

is also worth big money to you, for the SHARPLES is thoroughly practical in every way, and the dairymen in your section are anxious to secure a machine that will eliminate drudgery and help worries.

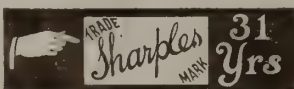
The pulsating movement with the upward squeeze prevents udder troubles and solves the problem of mechanical milking.

The Dairymen in your section need the Sharples Mechanical Milker—they can save its cost in less than a year—so selling them is business that makes you enthusiastic.

Write us today for a Sharples Agency. There's only one dealer in a section who can have it.

The Sharples Separator Co.

Chicago, Ill. WEST CHESTER, PA. San Francisco, Cal.
Portland, Ore. Dallas, Tex. Toronto, Can.
Winnipeg, Can.



many factory managements are adopting the factory branch system of distribution for all the larger centres, while others stipulate in their agency contracts that only their car can be handled by the agent applying.

The dealer who handles only one type of car can do it justice, and can go after business with a whole-hearted enthusiasm which usually results in making sales. Being allied with only one manufacturer, both he and the manufacturer find it incumbent on themselves to look after their customers with increased attention, while the buyer benefits by better service. With the one line only the dealer can handle a more comprehensive stock of repair parts, and can take a greater interest in the condition of these cars, which he has sold in his territory. It is generally found that the one car agency is the best in the end. It is poor policy for the dealer to take the agency for several types of automobile with the idea that he is thereby eliminating competition, for usually he frustrates his own ends by doing less business than would have been the case if he had handled one good type only.

A Massey-Harris Catalogue.

Since the incorporation in 1891, the development of the Massey-Harris Company has been wonderful. Against great competition its steadily increasing trade shows an energy that keeps abreast with the rapid development of the farm implement business. Machines that have been added from time to time to the Massey-Harris output now make a line that covers practically every implement required by the Canadian farmer.

A recent western addition of the catalogue of this enterprising Company has reached us, and it proves a most comprehensive trade publication.

Printed on good paper and with a great amount of detail sketches, showing knife and knotter binder parts, etc., it should prove a valuable adjunct to the library of the retail dealer. Complete and specific details are gone into regarding the well-known binder built by this Company, while the majority of their goods are shown, including, binders, reapers, corn binders, mowers, rakes and tedders, hay loaders, corn cultivators, sulky and engine gang plows, drills, harrows, wagons, manure spreaders, cream separators, straw and ensilage cutters, etc.

The covers of this catalogue are particularly tasteful, being beautifully colored and indicative of the great advance made in the process of lithography.

Man and Evolution.

The use of fire first lifted man out of the condition of the animals around him; then came the use of the bow and arrow, which further established his superiority. The next great step was the use of pottery, and man passed from savagery to barbarism. The domestication of animals and the manufacture of iron, marked two more eras in the development of the race. Finally came the use of the written alphabet, the greatest and most useful of all human inventions, by which knowledge

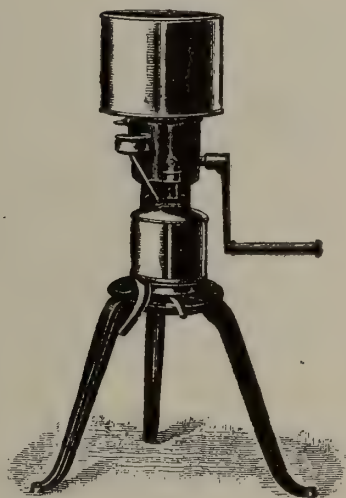
could be preserved and distributed. Progress thus became continuous and great masses of mankind were enabled to advance simultaneously along the lines. This was the step from barbarism to civilization, and there the ethnical periods are considered to have closed. What has followed is assumed to be but the natural advance of civilization. There is no apparent reason why other epochs should not come, just as distinct and just as important as either of the six which are behind us. It but needed the discovery or the development of a new capacity to make a new epoch, and such a new capacity came with the manufacture of power. By the development of the manufacture of power man's capacity is suddenly increased beyond the limit which the human mind can foresee or imagine. The strength

of man or the strength of animals no longer sets a boundary to the capacity to do work. Forms of matter are changed, and the forces of nature are set to do our bidding, and we can see no stopping place in this process. The power of man to do useful work has been multiplied in the last century beyond all computation or imagining. In the last one hundred years man's productive capacity has probably advanced more than in all the preceding years that he had inhabited this planet, and the revolution wrought by the development of the capacity to manufacture power has just begun; the door has just opened.

When we are weighed in the balance and found wanting, it's easy to think the scales are wrong.

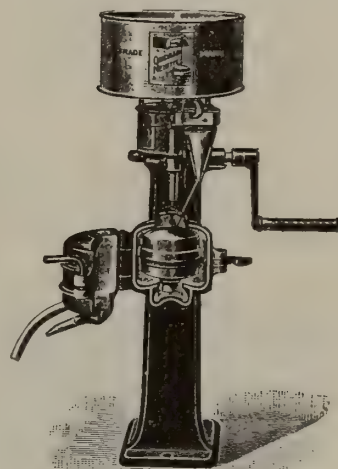
Light, Power and Profit

LEG MODEL



Capacities: 280 to 720 lbs.

SOLID BASE MODEL



Capacities: 400 to 1,300 lbs.

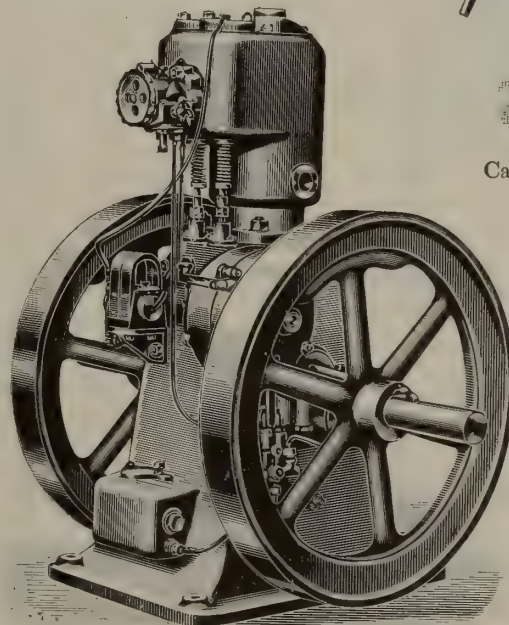
MELOTTE CREAM SEPARATORS

From FACTORY to YOU direct.

No other the equal of the MELOTTE for good skimming and durability.

It will last a life-time with practically no repair cost.

LISTER The English Made Gasoline Engine



**Guaranteed To Give
Satisfaction.**

When in Winnipeg call at 197 Princess Street, and start and stop the "Lister-Bruston" Automatic Electric Lighting Plant yourself—So simple to operate—You turn lights on or off to start or stop—The most perfect Light made.

R. A. Lister & Company, Limited, of Dursley, England

Address all communications to

R. A. LISTER & CO. LIMITED, 197 Princess St., WINNIPEG, MAN.

Highest Power

Lowest Cost
of Up-keep

The Best Make

The Science of Management

Some men are born with the inherent gift of leading, controlling and directing others. Again, a great many men are born who do not possess that spirit of management, who are mentally and temperamentally meant to belong to those who receive orders but who do not give them.

A great soldier once said that every private carries the baton of a field marshal in his knapsack. We understand his meaning, but, critically, he was incorrect. The baton did not exist unless the individual had the qualities of commanding and leading men. At the present day, under the stress of our modern trade and commerce, one of the most important things we face is that of management. The man who can manage a business efficiently, who can control and direct, who can produce profitable results, is a man who can command a large salary. And, strange to say, even with our modern systems of specialization, such men are very hard to find. We have evolved in the modern business world a new system of management, that which is known as "scientific

management." It is equally applicable to the factory of 8,000 employees or to the retail store employing a few clerks and salesmen. In the factory, continued waste makes scientific management essential, and, even so, it is essential to all management.

Analyzed, the phrase simply means common-sense, logical management—the saving of time and money by the methods that are pursued.

Let us take, for instance, the case of the great works of the Bethlehem Steel Company in the United States. By scientific arrangement and the shortening of motions \$80,000 was saved in one year by this Company in the piling of ingots of pig iron. By revolutionizing the system of shovelling, the cost of handling iron ore was lowered from eight cents to four cents per ton, and that was after the management had advanced the weekly wages of the workmen by 60 per cent. They employed teachers to show the proper system of shovelling and timekeepers to record actual working minutes, with the result of a reduction of 50 per cent in the operation. At the same time,

and this is where the average employee would register a complaint, they found that 140 men working scientifically had done daily as much work as from 400 to 600 under the old system. And, furthermore, investigation privately made produced the facts that these 140 men were more contented, that they had a better living due to their increased wage, and that only two out of the total were not teetotalers. Taking another instance, we have the large Midvale Steel Works, in Pennsylvania. This mammoth concern was worth \$70,000 in 1875. Today it is valued at \$18,000,000, and there has not been a hundred dollars spent on machinery in the works for years.

It is found that in the factories of the United States scarcely one in fifty of the machines are being run at the correct speed for efficient output, many of them being out to the extent of 200 per cent.

Scientific management does not pay the factory owner alone, it also benefits the employee. It is the test that reveals the good workman and it increases his wages greatly, since it makes greater profits for the employer, who usually inaugurates a bonus or premium system whereby the workman gets a percentage in the monetary value of the time he saves.

Figures supplied by the Watertown Arsenal prove that they saved \$360,000 in one year, after paying their employees 25 per cent more wages per individual. And, also, the output of the Arsenal increased by 150 per cent. We cannot sympathise with the theory of the laborist who continually calls for a restriction of output on the principle that increased production per capita throws many out of work. The restriction of output in England is enormous owing to this fact, yet unemployment and poverty is the greatest curse of that country.

Let us briefly consider a few of the facts which come under the heading of scientific management. This system of management has produced a new profession—that of "production" or efficiency engineers. The writer, in a long experience of modern factories and machine shops, has studied the question of scientific management to a considerable extent. Beginning in the office or clerical side of a business we have, usually, many changes to make. We have filing and correspondence clerks who do not do three honest hours' work daily. We have stenographers who do hair arrange-

ments and gum chewing half of the time, and 25 per cent of the balance of the day is spent in talk. We have clerks who are overpaid in relation to the amount of work that they do, and, unfortunately, other clerks who work hard and honestly at a low scale of wages.

The weeding-out process must commence. Size up the employees and see how much actual—actual, mark you—working time is occupied by each daily. The stenographer may not always be taking dictation or typing letters; fill up the day for her by other duties, but see that the day has its full complement of working hours.

Leaving that department the production engineer may not have a halo of friendship but he has the knowledge that he has cut working expenses greatly. Next we proceed to the drawing office. The slow designer, the inaccurate and non-mathematical draftsman, must be weeded out—they are expensive adjuncts and are money eaters. What we need today is rapidity in design, along with accuracy. The drawing does not need to be a thing of fine finish and beauty; what is wanted is a drawing that gives the essential plans, sections and elevations, the materials and beyond all, the sizes, to be easily and quickly read by the workman and machinist. The tracing of drawings used to be done by men; now-a-days we can employ girls who work as neatly, as rapidly—and more cheaply.

Having cut working costs in the drawing office we proceed to the machine shops. We commence by an economy in the amount of every piece of material used. In the past an utterly unnecessary amount of metal was wasted on every part machined. We can now produce drop-forgings that are guaranteed correct to within 1-32 inch of the drawing size. A machinist who had to turn a spindle 2 inches in diameter used to get a piece of bar-steel 2¼ inches diameter. We now give him stock 2⅝ inches—save machinery, time and material. With our modern machine tools, lathes, milling machines, etc., ⅛ inch of metal is ample for finishing any surface. An unnecessary amount of end length used to exist in the stock that the spindle required—we now allow ¼ inch only. The machinist of the days before scientific management ran his machine at far too low a speed, making, incidentally, poorly finished work. We know now to 5 seconds exactly how long the tool should take to remove ⅛ inch of

A LINE WHICH IS A TRADE GETTER



Raymond Sewing Machines

Over Half a Century the Leader.

National Cream Separators

The Acme of Mechanical Perfection.

PEERLESS INCUBATORS & BROODERS

Manufactured by the LEE MANUFACTURING CO., Pembroke, Ont.

THE MOST DEPENDABLE INCUBATOR ON THE MARKET

Write for Agency Contract

The Raymond Manufacturing Co. Ltd.

(Of Guelph, Ontario)

80-82 Lombard Street, WINNIPEG

steel from a bar one foot in length, and we know the depth of steel that the lathe or machine can remove in one cut. The writer has seen a man taking off a cut 3-16 thick, with a lathe, whereas the machine was capable of taking off $\frac{3}{4}$ inch of solid steel. The cut and feed were altered—much against the opinion of the machinist,—and we saved 65 cents per hour on the production of a part of a machine.

Also we have to consider time lost in motion. Fixtures must be made to hold parts while machining, and they are designed so that the maximum of speed in attachment and detachment can be obtained. Useless motion means time lost. If a man consistently leaves a tool on his left hand that he uses every minute with his right hand, he is losing an appreciable amount of time per day. We used to drill, for instance, 16 holes in a plate one after the other. We now use the multiple spindle drill and drill all sixteen holes with one action.

In the machining of parts the transit of the part during the several operations required for its completion must be carefully analyzed. If it has to be turned, drilled, milled, ground, hardened and tempered, the necessary machines should be as near one another as possible and no time is therefore lost in the transit of 250 parts from one machine to the other. The modern machine shop is laid out with a view to considering all these points. Machines are set in groups and follow on one another in the sequence of operations required by a part. Otherwise it would be impossible to produce typewriters, automobiles, etc., as cheaply as they are supplied to the public today. Economy in machining by doing one part of the job first is always possible and could be entered into in detail only that the description would necessarily be too technical for a paper of this particular type.

Filing parts in assembling machinery is expensive—the file was always a money waster. We now machine and grind the parts so that no filing is required, and throughout all machine work the closest accuracy is kept so that the parts fit together with ease and rapidity.

The manufacturers of machine tools give the speed at which they should be run, and the production engineer sees that they are speeded up to the correct amount of revolutions per minute. The workman who loves to "nurse" a job hates this, but he has to ad-

vance with the machine or has to seek work elsewhere!

All this may savor to the reader of a system of modern slave driving, and accordingly the system is condemned as such. Never was there a greater mistake, for by such systems we really make the day's work more easy for the workman. Will you not grant that a man who makes seven motions in handling a shovel where he can do the same work in two motions is being benefited by scientific management? He saves the five motions and saves their effect in bodily weariness. By means of such production we weed out the chronic grumbler and the inefficient workman, and we leave the sensible, alert man, at the same time being able to increase his wages in a great degree.

Apart from the mere manufacture of the product there is a great field for economy and reducing expenses in regard to stores and stationary. Machine oil is wasted, as are various other machine shop supplies; hand tools are broken by rough usage. Measuring instruments of great nicety are handled so that they are rapidly made useless, and expensive gauges are ruined by bad treatment. "Scrapped" work must be eliminated. It is the trade mark of the poor workman. Useless books and files are ordered by clerks who invent systems so involved as to be useless—and many clerks are exceedingly lavish in ordering printers' supplies that they do not have to pay for!

All these numerous points have to be taken in hand, and, finally, the production or cost engineer leaves the factory in a far better condition as a money making

proposition than when he took it in hand.

The dealer may not think so, nor the farmer, but were it not for such systems of scientific management, such methods of eliminating useless individuals, wasted time and wasted money, it would mean beyond the shadow of a doubt that the gang plow, the seeder, the pulverizer or the cultivator, the humble gasoline engine or lordly tractor, all would cost a great deal more than they do today to manufacture and to market.

Such methods of cutting expenses are essential to the success of any business, great or small. They can be applied to the retail implement store and will prove a great factor in the business success of the retail implement dealer.—S. Anthom

They Pay their Car Fare.

The Leeds police force consists of 645 men—21 inspectors, 74 sergeants, and 550 constables. Their wages have lately been increased, so that hereafter the pay will be: Inspectors on appointment \$11.20 a week, raised by stages to \$13.40 after 8 years' service; sergeants, on appointment \$9.25, increasing to \$10.45 after 9 years' service; constables, on appointment, \$6.55, rising to \$8.50 a week after 15 years and \$8.75 after 20 years, subject to special conditions with regard to good conduct and efficiency. All receive half pay when ill, and all pay regular fare when riding on a street car. The service cost \$354,710 in 1911.

Marriage is a feast where the grace is sometimes better than the dinner.

Happiness quite unshared can scarcely be called happiness—it has no taste.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works
Brandon Man.



BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000.

Offices throughout the civilized world.

Correspondence invited.

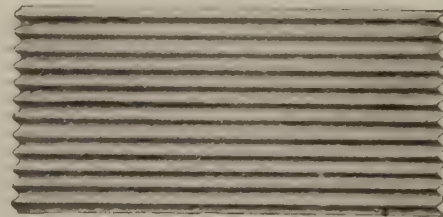
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OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont.,
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C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN

CORRUGATED IRON

is the ideal covering for
**Barns, Granaries &
Implement Sheds**



Fire, Lightning, Wind and Weather
Proof

Durable as the Building itself
Applied direct to Rafters or Studs

DEALERS AND AGENTS

get handling this line. Write us for
Selling Outfit, Catalogue and
Dealers' Discounts.

There's Money in it for you!



**THE METALLIC
ROOFING CO.**
LIMITED.

MANUFACTURERS.

WINNIPEG, MAN.

Head Office: TORONTO, ONT.

C-33

We Help You Sell "Simplicity"

GASOLINE ENGINES

OUR SELLING PLAN

is a localized advertising campaign right in your own territory—for you. It advertises you, brings you trade, and increases your business and profits.

SIMPLICITY SELLING POINTS

include the Built-in Magneto (a dandy); economy in the use of low-grade fuel; absolute simplicity and durability, which insure freedom from complaints and "comebacks."

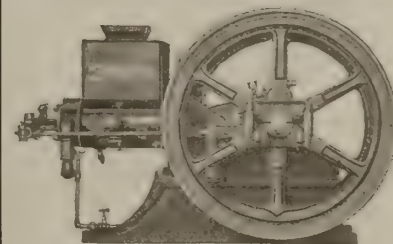
Full Line of Styles and Sizes
2 to 20 H.P.

If you want a good gasoline engine with selling points, plus ability to back them up, write TODAY to

Wilkinson, Kompass & Hawkey,
Limited,

Jobbers

Hamilton WINNIPEG Toronto



Manufactured by

TURNER MFG. CO.,

Port Washington, Wis., U.S.A.

Seed Testing Essential

A great many retail implement dealers are directly or indirectly connected with seed grain, many dealing therein to a considerable extent. Even should this not be the case, the implement dealer will be doing his farmer friends a favor if he reminds them that their seed grain can be tested free by the Seed Branch of the Dominion Department of Agriculture.

The testing of grain for germination is an important feature in modern scientific agriculture, hence the Dominion Government have found necessary the above mentioned branch, and have established laboratories at Calgary and Ottawa where seeds of all kinds are tested free of charge for the vitality and purity. Oats are particularly subject to injury from frost, and in certain stages of their growth are rendered absolutely worthless for seed purposes by a slight touch of frost, even although they may look perfectly plump and sound outwardly. Others again, though frozen are not seriously affected in vitality. Therefore, as a sure indication of the condition of the seed in such cases, the Department of Agriculture advise that all doubtful oats be tested.

Flax is also subject to injury by frost as well as moisture, and its vitality may be considerably lowered by these factors. Barley is affected likewise and often shows a low percentage of germination when cut after frost. Wheat, on the other hand, is much less liable to injury and will usually germinate readily, even when frozen quite severely. It may, however, be rendered unfit for seed by frost or through excessive moisture.

Timothy cut after frost should be tested, as it is often greatly reduced in vitality. We would suggest having these tested and other cereals or fodder seeds that may be suspected of not being up to the full standard of germination.

In sending in samples to be tested the following points should be remembered:

1. All samples are tested free of charge.
2. Seed bags suitable for sending samples may be had on application to the Dominion Seed Branch at Regina, Calgary or Ottawa.
3. About half such a bag full (1,000 grains) is ample for a germination test.
4. If possible samples should

be cleaned, as for seed, before sending.

5. Samples sent to the Seed Laboratory, Ottawa, will be carried free in the mails; on samples sent to Calgary postage should be prepaid at the rate of 2 cents for 4 ounces and 1 cent for each additional 4 ounces.

6. It is unnecessary to enclose stamps for reply.

7. The usual time necessary for a test is 10 days, but when a retest is made a longer period is required.

8. All samples should be plainly marked with the name and address of the sender, together with an identification designation when more than one is sent.

9. Samples should be sent to the Dominion Seed Branch, Ottawa; or to the Dominion Seed Laboratory, Calgary.

The sale of seeds in Canada is regulated by the Dominion Seed Control Act. This Act provides a standard for purity and vitality of all kinds of seeds and it is illegal to offer for sale seed which is below this standard. Persons wishing to secure copies of this Act should apply to the Dominion Seed Branch at Ottawa, Calgary or Regina.

A great many men get rich by picking up the money that other folks throw away.

An extensive series of experiments with agricultural implements were carried out by the Russian Department of Agriculture during the season of 1912, with a view to putting an end to the dependence of Russia on American manufacturers. Over 100 reapers, mowers, hayrakes and other implements manufactured in Canada and various European countries were put to work under the supervision of officials of the department.

A considerable number of these implements, according to an official report just issued, successfully stood the tests under varied and difficult conditions—notably those coming from Canada. Others of those tried were found adaptable to Russian conditions, and it is stated that they can be manufactured equally well in Russia.

A Big Four Booklet

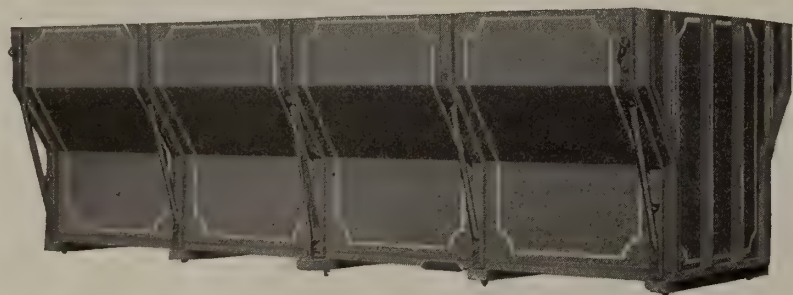
We have recently received an Emerson-Brantingham publication entitled the "Big Four Farm Tractor in Action." This is a series of excellent photographic reproductions showing the "Big Four" tractors in action breaking, seeding, harvesting, threshing, etc., in different parts of America from Texas to the far Northwest of Canada. The reproductions are excellent, and the general get-up of the booklet particularly tasteful. It gives one some idea of the wide area covered by the product of the factories from which emanate the "Big Four" farm tractor.

Letters and Personality.

The same qualities that make a selling argument strong when presented by word of mouth—clearness, logical arrangement, sound sense, earnestness—will have precisely the same effect if the same qualities are embodied in a letter. Here is where the personal element enters, and it is just because the dealer knows his customers and can employ the personal element wherein he has the advantage of the distant concern. Try as they may, resort to as many subterfuges as they will, the circular advertising letter of the distant seller cannot ring true. It is cold and formal, or its attempt at personality is forced. Here the dealer who knows his trade has an immense advantage, so great that he need waste no time in being clever or funny in efforts to arouse interest in what he writes.

The Ackland Special Flax-Tight Grain Tank

An Absolutely Flax-Tight Grain Tank of Exceptionally Strong Construction and Pleasing Appearance



SIDE REINFORCEMENT

Five cleats, bent to shape from one solid piece of $1\frac{1}{4} \times 2\frac{1}{4}$ inch material form the basis of the side reinforcement.

Supplementing these cleats are braces of 1-inch gas pipe or $1\frac{1}{4} \times 1\frac{1}{4} \times 3$ -16 inch angle iron, securely bolted through the cleat and top board, the cleat and flare board with carriage bolts and at the bottom through the cleat, the floor boards and the floor sill with $\frac{1}{2}$ -inch angle bolts.

The center—the point of greatest strain—is reinforced with an adjustable brace of $\frac{3}{4}$ -inch round steel. This brace has a 5-inch thread upon which two nuts—one on top of the center sill and the other below. The loosening of the lower nut and the tightening of the top one provides an adjustment sufficient to meet the most exacting conditions.

Additional reinforcement is secured at the center by the use of a $1\frac{1}{4} \times 5$ -16 inch steel brace between the tank and the $\frac{3}{4}$ -inch center brace.

For binding the sides together 7-16 inch box rods are used at top and bottom at each end with a similar rod running through the center.

FLOOR REINFORCEMENT

The floor reinforcement consists of five hardwood sills, $1\frac{1}{4} \times 3\frac{3}{4}$ inches, fastened to the sides as indicated above with $\frac{1}{2}$ -inch angle bolts.

The floor is constructed of $1\frac{1}{2}$ -inch kiln dried stock, surfaced, tongued and grooved. Seven boards are used to form the floor.

END GATES

The end gates are of entirely new design and have four cleats of $1\frac{1}{2} \times 1\frac{3}{4}$ inch material running from top to bottom. These are fastened to the sills and floor in the same manner as the sides.

PAINTING

The Flax-Tight Grain Tanks are painted with two coats of green paint with red striping, and finished with a good agricultural varnish. The inside is given a coat of good preserving paint, and the bottom a coat of fast black or brown.

Made in three sizes. Capacity 100, 125 and 150 bushels.

PRICES ON APPLICATION

D. ACKLAND & SON, LTD.

Winnipeg, Man.

Gas Engine Magnetos.

By H. R. Van Deventer

What is a magneto? Many gas engine users are asking this question.

It is a small machine built into the engine, and furnishing current for igniting the charge. It takes the place of batteries, and eliminates ignition troubles to a great extent.

Magnetos are universally used on automobiles. There is scarcely a half dozen makes of cars in the country not equipped with them. Magnetos have not been used so widely on stationary gas engines because they are more expensive than batteries, and have not heretofore been designed to meet the requirements for stationary work. They are now furnished, however, by all the leading engine makers, and make the farm engine as reliable as the automobile.

The slow speed-timed magneto is the most successful type. This will start and run engines of all sizes, and requires no renewal or attention beyond occasional oiling.

"Magnetos" and "Dynos" or friction driven ignition devices, are not the same thing. The dynamo is suitable for generating current for electric lamps, but is not satisfactory for running the engine, as it must be driven too fast and is usually a separate part. The magneto is, on the other hand, built in the engine, and as it requires no coil or switch, is free from trouble.

In appearance, a magneto resembles two or three large horse shoe magnets, set side by side. It is, in fact, nothing more than two or three magnets with a bundle of wire between them. This wire is wound on a little iron spool which is revolved, and as the wire passes the "poles" or ends of the magnets, a current is produced in the wire. This current is conducted to the igniter or spark plug where the spark is produced.

Magnetos are not dynamos, and are very simple. They have no commutator or brushes, and no small or delicate parts.

There is a gas producer plant of 190 horse power which has been in operation for over five years without a shut down, and without having the fires drawn. This shows the reliability of the modern gas engine.

Such reliability is made possible by the use of magneto

ignition, the best type of magneto having visible timing means, whereby the timing of the engine may be checked by any one.

Implements in South Africa.

In a recent interview Sir Sothorn Holland, the British Trade Commissioner to South Africa, said:

"The impetus given to trade by the establishment of a central authority has worked great changes in South Africa; especially, added the Commissioner, is the country going forward in its agricultural development. The imports of agricultural requirements alone amounted to well over \$7,500,000 during the last year, being an increase of 52 since 1907. Farmers are applying more up to date methods to their farming operations, and using a better class of machinery and implements. Even the 'backveld' farmer, so slow in past days to adopt new ideas, is being persuaded to move by the active and fostering measures inaugurated by the union government, which places agricultural development in the forefront of its policy. A great deal of this awakening is due to General Botha's enthusiasm and personal influence with the farmers.

While British manufacturers as a whole are taking full advantage of the increase and opportunities afforded by South Africa's all round development, I regret that the British firms engaged in certain specific trades are not as vigorous and enterprising as they might be.

I refer particularly to the agricultural and dairying implement trades and to some branches of the hardware trade. In agricultural trades America, Sweden, Germany and Canada are all doing their utmost to secure business."

In response to an inquiry Sir Sothorn Holland said that the new mail contract if read between the lines provides the best possible guarantee as to the future prospects of trade with South Africa. The country could not have expected better treatment for its agricultural industries. By wise concession Sir Owen Phillips had gained the goodwill of the government and the people, and in his negotiations with the union government he took the "long view," having in mind the undoubted strides that the country is taking and the certainty in the future of a vast increase in South Africa's import and export trade.



Now Is The Time

Last year's crops were record breakers and the farmer has ready money. He's been thinking tractors and gang plows all winter.

We've been talking

OilPull

AND

Rumely Engine Gang Plow

in all the papers he reads, so he knows about them. He knows the record of this plow and this tractor—he knows the OilPull burns cheap fuel—kerosene. He knows it will coin money for him every day. He's almost ready to buy, and you can finish the sale. It looks like an early season, so sell him now, while the facts are in his mind.

There's a liberal profit in it for you and you'll have a satisfied customer in the bargain.

Write for Data-Book No. 353 on the OilPull, No. 338 on the Gang Plow, and for our Ad Book describing electros we furnish free.



RUMELY PRODUCTS CO.

(Incorporated)

Power-Farming Machinery

Toronto, Winnipeg, Brandon, Regina, Saskatoon,
Yorkton, Estevan, Calgary, Edmonton, Vancouver.

The I H C Tractioneering School at Winnipeg



Training for the Tractioneer

We have great pleasure in reproducing a photograph of part of the students at the engine school of the International Harvester Company, recently held at Winnipeg. The Company were pleased to find that the attendance and interest shown in the school was far beyond anything that they anticipated.

In all some 75 pupils enrolled, and all were deeply interested in the operation and repairing of the gasoline tractor. The instructor for the Company was Mr. Eldon Clark, who is a thoroughly practical gasoline engine man, and eminently suitable for the training of the individual who wants to learn the running, repairing and care of the gasoline tractor.

The instructor was exceedingly popular with the pupils who, as a token of their esteem, presented him with a very fine silver shaving set at the close of the session. All the pupils at the school are not included in the group since many had returned to their homes before the photograph was taken. The value of such schools for training the tractioneer cannot be over estimated, and it is a wise policy on the part of the Companies who conduct them to train the individual to take competent care of the tractor. Ignorance

does not make a good mechanic, and a valuable tractor can very quickly be ruined by poor handling and lack of knowledge regarding its component parts.

A Chinese Plow.

The principal agricultural implements of the Chinese are the hoe, the rake, the plow and the stone roller. The plow is simply a broad blade fastened to a rough handle, guided by a man, and drawn by teams of the most miscellaneous description. It cuts a furrow never more than six inches deep, and frequently only two or three. The teams are made up of horses, mules, bullocks and men, it being not unusual to see a man or boy or any one or more of the animals drawing the same plow.

Making Binder Twine.

There are very few implement dealers, no matter how large a twine trade they do, who have actually seen binder twine being made. In a recent article in the Harvester World a very lucid description of a twine factory was given. The fibre is first blended and inspected by an expert, such a man having to possess an uncommon knowledge of fibre qualities. In preparing the fibre it is

first fed through a softening machine, and thence on to the pins of the breaking machine. The breaker has two sets of chains, one going much faster than the other, which has a combing action upon the fibre. The fibre is taken from these machines and coiled in large piles. Another very interesting machine is the Irish finishing machine which delivers eighteen ends at one time into eighteen different cams. Attached to this machine is an oscillating table which spreads the sliver into the can in a uniform manner so that it can be taken out without tangling.

We pass on to the spinning department where the combed fibre (which is now called sliver) is taken to be spun. Extra care is used in this department to spin the twine smooth and even. All dangerous parts of the spinners are well guarded and the operators have no fear of getting injured. The shields on the spinner flyer prevent the dust from flying through the room thus making the sanitary condition good. It is indeed a sight to see hundreds of spinning machines placed in a row running continuously, except when the machine is stopped to doff the bobbins.

In the balling department the operators take the twine from the bobbins and form the twine into a ball. Great care is taken to see

that each ball is made up of good, even, smooth twine. Each ball is inspected by an inspector before the ball is put into its sack, so that it may be free from any cause for complaint. The sacks are all stencilled with indelible ink and the balls of twine are all moulded in a shaper so that they fit the sack exactly. In an inspection department the twine is tested continuously on large reels while inspectors follow the fibre through all the different operations required for its completion. Only by such stringent methods of inspection can the modern twine manufacturer guarantee the quality of his product.

Carelessness of Some Farmers.

The editor of a western newspaper who recently wrote the following paragraph was writing very sanely from a logical standpoint, but along the perspective of the implement dealer's vision one cannot catch the same necessity. At times, so one western implement man remarked, he would not worry overmuch though the wind, rain and snow had a hitting impact of 200,000 pounds per square inch—it would all go to help trade! The editor referred to said:

"It would seem that in this enlightened age there should be

no necessity for advising the farmer to bring in his implements out of the field. But it is a fact, nevertheless, that the prosperity of farm implement manufacturers is to some extent due to the careless people who think by exposing their harrows, their plows and their harvesters to wind, rain and snow, they get a beautiful 'antique' finish to their tools. A finish they really get, and all too soon, and it is necessary for Mr. Careless Farmer to dig down into his jeans for some filthy lucre to buy new ones."

Writing Letters.

A great many circular or advertising letters fail in their idea simply because the writer tries to be novel or odd in his method of framing them. We all know that it is possible to handle an old subject in a new way, using a combination of words and phrases which reveal the subject from a new stand-point and which appeal to the reader.

Yet every writer, especially every advertisement writer, finds that the happiest and most applicable words and phrases usually come to his brain more through accident than by dint of mental effort. The trouble with the ordinary man is that when he is trying to write something out of the ordinary he so concentrates his mind upon the form of what he is saying that he neglects its substance. The effort for originality and oddity exhausts the ability of the writer and he misses the exact end at which he aims. In his letter the discriminating reader sees the effort too plainly, it sounds forced and unnatural.

Letter writing may be an art, and if so, it is the art of simplicity. The letter only is meant to be the mouth-piece of the man to say what his lips would were he present. Therefore the nearer that a letter is to natural conversation the more clever it is, and the more accurate in its statement. A man who has no great command of language should not send a letter that requires the accompaniment of a dictionary in order that it may be understood. It is at variance with what you know of his personality and it cannot bear the imprint of veracity. The circular letters of a dealer are essentially letters from one friend to another. He has certain information regarding an implement which he wants the farmer to know. If the farmer were stand-

ing in the office of the dealer he would receive the information in a simple and direct manner without any frills of humor or cleverness—just a plain statement. Even so letters should be written in plain and unvarnished talk, never using two words where one could give the meaning, and going straight to the point without unnecessary verbiage.

Essentials to an Advertisement

Any business man will agree that it is necessary for him to let the public know that he has goods to sell. But more than this is required. Other storekeepers have similar goods, and are just as anxious to dispose of them. Then the buyer may know that a certain dealer keeps in stock what he wants, yet may never enter his store. There is no particular inducement for him to do so. He has probably been in the habit of getting his supplies elsewhere, and can see no reason for making a change. The bald announcement that a merchant with whom he has never traded has the goods in stock is not sufficient to make him transfer his custom, and it certainly is no inducement for him to become interested in anything outside his actual needs.

It is evident then that an advertisement to be effective must be attractive. That is the first essential. The printer is largely responsible for the ad. in appearance, but to have drawing power it requires something more than a skilful arrangement of type. In many cases that is made a matter of impossibility by the generosity of the advertiser in supplying copy, and by his parsimony in buying space. No advertisement that is crowded is attractive, and if for this reason it is printed in very small type, stands in danger of being overlooked.

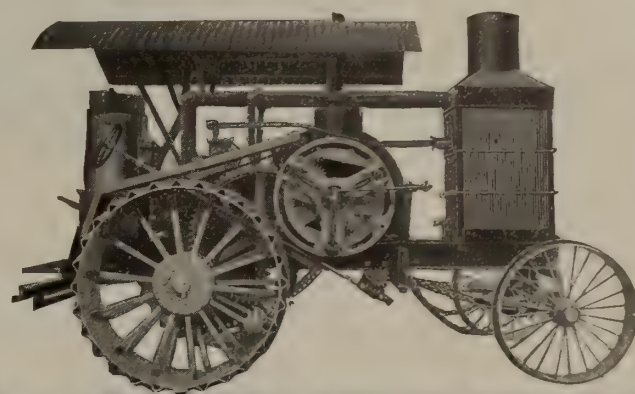
The value of an advertisement must depend to a very great extent upon the skill with which it is written. It should contain the information the public requires

concerning the goods you have to sell. It should confine itself to definite statements rather than to vague generalities, and must offer inducements to trade with the advertiser. These may be lowness of price, superiority of quality, shopping conveniences, courteous service, prompt delivery, and so on, says Australasian Hardware and Machinery.

But whatever the attraction or inducement, it should have nothing deceptive about it. Goods may be sold by misrepresentation, but the first sale must satisfy if the customer is to be retained. And unless you can hold the new business when you get it, the effort is wasted. "It is the comeback customer that pays." There

is nothing so resultful as the personal recommendation of a pleased customer. But remember this: a customer dissatisfied, believing he has just cause for complaint against a dealer, may quite as effectively advertise his business in the wrong direction.

An advertisement should always be seasonable. It should as a rule be changed with every issue of the paper it appears in. If it has a distinctive character so much the better, so long as it does not degenerate into freakishness or vulgarity. But above all, it should tell the public what they want to know, and what you want them to know, and it should tell it in an interesting and attractive manner.



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well-known, widely advertised

HART-PARR OIL TRACTORS

Our 60 B. H. P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers.

Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water or coal troubles. Uses cheapest kerosene for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT

Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie.
63 West 23rd St., Saskatoon, Sask.
1622 8th Ave., Regina, Sask.

The Chapin Co., 331, 8th Ave. West, Calgary, Alta.

The "Bissell" Double Action Disk

is a two-in-one Implement. This Harrow is both In-throw and Out-throw. By hitching 4, 6 or 8 of the Bissell Disk Harrows together in a group, you can have a double action outfit for Engine power and disking on a large scale. The gangs are flexible on the Bissell Harrow and are not too long to fit the hollows made by heavy Engine Drive Wheels.

These same Harrows may be used for double action or single disking with horses.

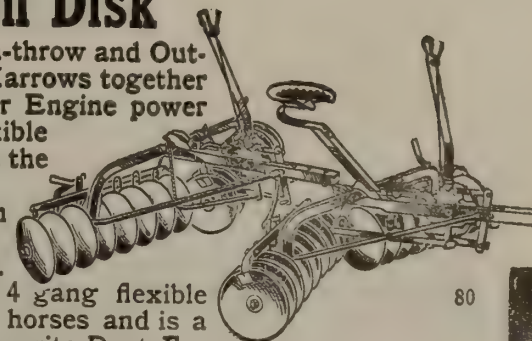
The "Bissell" will make a proper seed bed for you.

Another Bissell special is a 28 plate wide sweep, 4 gang flexible Harrow covering 14 ft. It is nicely handled with 6 horses and is a favorite with many farmers. For further particulars write Dept E.

MANUFACTURED EXCLUSIVELY BY

T. E. BISSELL COMPANY, LTD., ELORA, ONT.

Write to any of the Jno. Deere Plow Company's Branch Houses



Evolution in Farming Methods

An Agricultural Credit Company in the United States, say in a statement issued by them recently.

"The present epoch of modern industry began with the production of mechanical power and its application to manufacture and transportation. Within the past few years a new epoch in agriculture has begun with the application of mechanical power to farm work. A number of agricultural implement concerns are now manufacturing tractor engines especially designed for farm work, which burn coal, gasoline, kerosene, or other fuels. These machines may be used as stationary engines to supply power to drive all kinds of machinery; they may be used to draw a gang of plows, or other machines, used in discing, harrowing, fertilizing, and preparing the ground for the planting of crops. They may be used to draw mowers and binders for the harvesting of crops; they furnish the power to threshers which separate the grain from the straw; and to corn huskers which separate corn from the stalk; they are used to propel the machines which weigh and bag the grain, and in many cases are used to haul wagons to market loaded with the season's harvest. In other words, the present day tractor engine economically and efficiently supplies the owner of a farm with mechanical power to largely supplant the human and animal muscle formerly required.

The demand for mechanical power on the farm is increasing rapidly, and it is calculated that the farms are already using more horse power and internal combustion engines than all other industries combined. It is almost impossible to over-estimate the number of machines which will be required in the future to meet the demand. The total producing capacity of the manufacturers in this line is able to supply but a small part of the demand at present existing for these machines.

As indicating the possible development of this demand, it is calculated that in the United States alone there are upwards of 3,000,000 farms of 160 acres or over. Of the 270,000,000 to 300,000,000 acres plowed annually in the United States, but about one acre in 10,000 is plowed by mechanical power. The fact that the amount of plowing to be done each year is constantly increasing and that, once an acre of land is plowed and planted it must again

be plowed in practically every succeeding year, regardless of whether the crops are a success or failure, gives rise to an unusual degree of stability.

The short period during which either plowing, planting or harvesting must be accomplished, has made all time saving machines absolutely essential to the successful farmer. The old plan of extensive farming, the tilling of large areas, has been supplanted by intensive farming which involves careful preparation of the soil, and very careful attention to the crops while growing and during their harvesting. The high cost of labor and the greater amount required to carry on intensive farming has made it imperative that farmers use all the labor-saving machines possible. There is a broad line of these time and labor-saving machines made for all kinds of farm work, and although each machine might represent a moderate cash value, the aggregate cost of a large number of specialized machines required amounts to a very considerable sum.

Jews and Canadian Agriculture

The first Jewish agricultural colony in Canada was founded in 1884, a tract of land being bought in the Moosomin district, thirty families being settled on it. Sir Alexander Galt, then Canadian High Commissioner in London, acted as trustee for the funds of the colony which were raised by public subscription.



The Power that is Passing; Seeding with a Mixed Team in Western Canada

In 1892 Government land was located in the south of the Province of Saskatchewan (formerly Assiniboia) near the United States boundary line, and forty-nine families were settled on free homesteads of one-quarter section (160 acres) each. Friends and relatives soon joined them, and the colony grew to seventy-three families. All the settlers were provided with houses, live stock, farming implements, and provisions for three years, at a total expenditure of about \$50,000. When the three years had passed, and the colonists saw that they would thenceforth not only have to rely upon their own resources, but that they would be expected to repay what they had received, they sold out all their chattels, and abandoned the settlement.

The next colony to be formed was Wapella, 120 miles east of Regina on the C. P. R. This settlement was started in 1894 by twenty Jewish families with their own means, but in 1901 severe crop failures involved the colonists in serious difficulties and an appeal was made to the Jewish Agricultural and Industrial Aid Society of New York, which granted the settlers \$10,000 practically all of which has been repaid.

In 1901 the colony of Lipton was established in Saskatchewan, sixty miles northeast of Regina, and in 1904 another colony, Cupar, was formed. This was joined to the Lipton colony, the two being known as the Qu'apelle Colony. In 1904, also, the colony of Bender was founded in

Bender, 56 miles north of Winnipeg.

This is the only settlement in Canada where the village system of farming prevails, similar to that in Continental Europe.

In 1906 two new settlements were established, Trochu in Alberta and Edenbridge in Saskatchewan. Trochu is the largest of the Jewish settlements in Canada. It is composed of 89 families and 238 souls, owning an acreage of 19,520. The appraised valuation of both real and personal property belonging to these settlers in 1911 was \$318,925. Edenbridge derives its name from the fact that the settlement is located on two sides of a river connected by a bridge, which is almost exclusively used by the Jewish settlers, hence Edenbridge (Yiddenbridge), or Jewish bridge.

In 1908 a group of seven families settled south of Morse in the Province of Saskatchewan. In 1911 other new settlements came into existence, Alsask South, Alsask North, and Rosetown in Saskatchewan.

On the whole, the economic situation of the Jewish farmers in Canada is on a sound foundation. According to the census of 1911 the assets of the 390 farmers aggregate a total of \$1,297,531. Their liabilities at the same time were \$344,106, making the net assets \$953,425 or an average of \$2,445 per farmer.

A girl whose mother is stout is particular to explain that she takes after her father.

Practically Everything from Plows to Threshing Outfits



The BIG EMERSON Line

that means BIG business
for EMERSON dealers



EMERSON Low Down Spreader

All steel frame. All steel beater that won't warp, split or crack. Square, sharp steel beater teeth that do better shredding and can't come loose. Endless apron. Larger wheels. Easy to load from sides or rear. Lighter draft. Shorter turns. An easy seller and big money maker for dealers. Write for catalog.



EMERSON Drill

—the Drill with many important features found in no other. Extension spring pressure —springs pull discs into the ground instead of pushing them in as do many other drills — makes every furrow opener absolutely independent — exclusively an EMERSON feature. Positive force feed and even sowing. Special Seed Device sows half or double regular quantity. Constantly revolving cylinders afford perfect agitation. Other valuable features. Get complete details.

What you're after are *sales* and *profits*. The things that are easiest to sell pile up your sales and your profits the fastest.

The EMERSON Line is a line of *leaders* and *fast sellers*. Look over the list on next page. Where can you find another such a great *all-round* line?

What does the average farmer use that he can't buy from you if you handle the EMERSON Line?

Isn't it true that if you have been pleased with a machine, you naturally want other machines made by the same manufacturer?

(See next page)

Emerson-Brantingham Implement Co.

(Incorporated)

Rockford, Illinois, U. S. A.



Emerson-Brantingham

One EMERSON Implement Helps To Sell Another

The owner of any EMERSON implement or vehicle naturally wants an EMERSON when in the market for other implements.

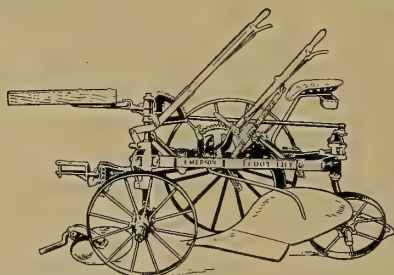
The satisfaction which the one has given him has established *confidence* in EMERSON *quality* which he *knows* he will get in *any* EMERSON machine he needs.

EMERSON dealers are successful because the EMERSON name and reputation are *established*; because a large demand for EMERSON implements *already exists*; because every EMERSON implement gives satisfaction and helps to sell others.

Handle the EMERSON line and build up a *big* business.

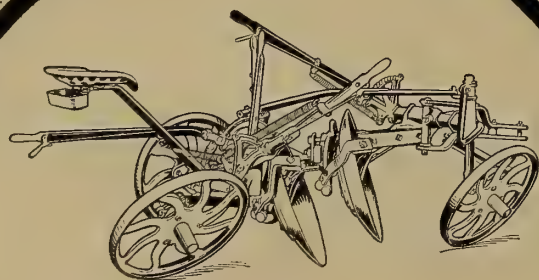
The Complete

**Plows Harrows
Pulverizers
Spreaders Drills
Listers Planters
Cultivators
Baling Presses
Stalk Cutters
Mowers
Hay Tools
Corn
Shellers**



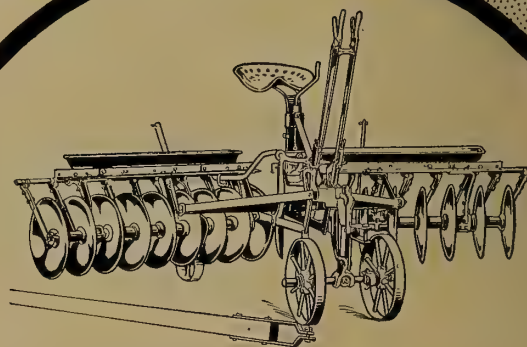
EMERSON Foot Lift Plow

Nothing in the world to equal it! A six-year old child can raise plow out of ground instantly or lower it and lock it into the ground by a slight pressure on foot lever. Extra long wheel boxes, dust-proof axles running in oil, make it lighter draft and more durable. Write us for the many other strong points that make the EMERSON Foot Lift Sulky and Gang *supreme*.



EMERSON Deep Furrow Plow

Two plows in one. The only deep furrow plow adjustable for regular depth plowing as well. Turns a furrow 8 to 10 inches wide and 12 to 18 inches deep or two furrows 18 to 20 inches wide and 6 to 8 inches deep. Can't tip over in turning. Ball-bearing discs and many other desirable features. The easiest selling and most satisfactory deep furrow plow on the market. Write us for further details.



EMERSON Disc Harrow

All sizes. Quick acting lever, enabling operator to instantly adjust discs so that center and ends cut same depth, both in hard and soft ground. Steel standards allow extra clearance. Seat set to balance and remove weight from horses' necks. Each section acts independently in passing over obstructions. Improved hardwood bearings make extra light draft. Force feed seeder attachment. Full details upon request.

Good Farm Machinery

Implement Company

(Incorporated)

Emerson Line

Gas Engines
Farm Tractors
Steam Traction Engines
Threshing Machines
Clover Hullers
Road Rollers
Saw Mills
Wagons and Vehicles

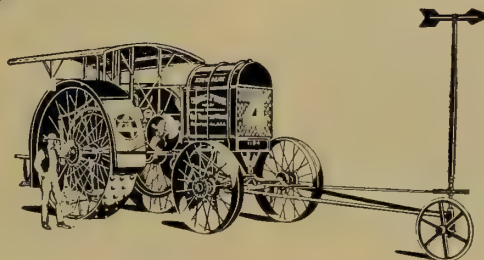
A Line of LEADERS

It is *easy* for you to build up a *large* business with the EMERSON Line—a business that will also carry a *large good will* value that is an important asset.

The EMERSON Foot Lift Plow is known everywhere as the *one best* sulky plow—easiest to operate, lifts out of the ground at a touch of the foot; easiest to keep in the ground, no matter how hard; easiest to handle in turning square corners—and many other advantages which farmers appreciate.

The EMERSON Low Down Spreader, EMERSON Drill, EMERSON Standard Mower, the EMERSON Forged Steel Vehicles, the NEWTON Wagon, REEVES and GEISER Threshing Machinery, the BIG FOUR Farm Tractor—all have *exclusive* advantages which make them *favorites* everywhere they are known. And they're known practically everywhere.

(See next page)



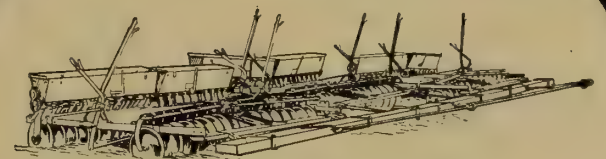
BIG FOUR Tractor

Sold on approval, no money paid until satisfactorily demonstrated.
 Dealer's profit on all sales we make in your territory.
 Immense 96 inch rim-drive traction wheels and four cylinders produce enormous power. Steel construction makes light weight for effectiveness in soft ground. Uses kerosene or gasoline with unequalled economy and efficiency. Get our booklet "Results Count."



EMERSON Engine Gang

Discs or mold boards. Flexible sections operate independently in uneven ground to produce perfect work. Exceptionally strong steel frame, yet light weight. Lightest draft engine gang made. Can use as many sections as desired. Pivot hitch allows perfect work around ends. Draft control of furrow wheel—an exclusive patented feature. Investigate the many other superior points of the EMERSON Engine Gang and Plow.



EMERSON Engine Disc

Built heavy for engine work. Disc blades are *one-third* heavier than horse discs. Disc spools are *twice as heavy* and with *wide flanges* to reinforce the discs. The *only* disc that is *heavy, strong* and *durable* enough to stand up and do satisfactory engine work. Force feed seeder attachment if desired. Write for complete details.

Good Farm Machinery

EMERSON business for YOU

advertised months, every way and persons all farmers EMERSON

We are spending hundreds of thousands of dollars every year to increase the already enormous demand for EMERSON implements. We send special form letters and advertising matter to farmers whose names are sent in by EMERSON dealers. A steady stream of new and attractive catalogs, booklets, folders and other advertising matter goes out to farmers all the time.

We furnish to EMERSON dealers free a large variety of electrotype ads., with the dealer's name at the bottom, all ready for insertion in the local newspaper. The EMERSON Free Advertising Service is always at the disposal of EMERSON dealers. Get your share of the tremendous business this aggressive advertising creates.

Emerson-Brantingham Implement Co.
INCORPORATED (See next page)

Built for YOUR Work

The NEWTON wagon is built in many styles. There's a NEWTON style especially adapted to your work, and your locality—no matter where you live or what your requirements are.

Let us know what kind of hauling you do most—we have a special gear or special bed for just your work, no matter what it is.

Sixty years experience has taught us how to build for the needs of every wagon user. Tell your local EMERSON dealer what you need. We have it.

A Few NEWTON Types:

Northwest Special

NEWTON WAGONS

- Texas Special
- Boot Bed-Ohio
- California Wagons
- Mountain Wagons
- Teaming Gears
- Farm Trucks
- Dairy Wagons
- Heavy Trucks
- Metal Hound Trucks

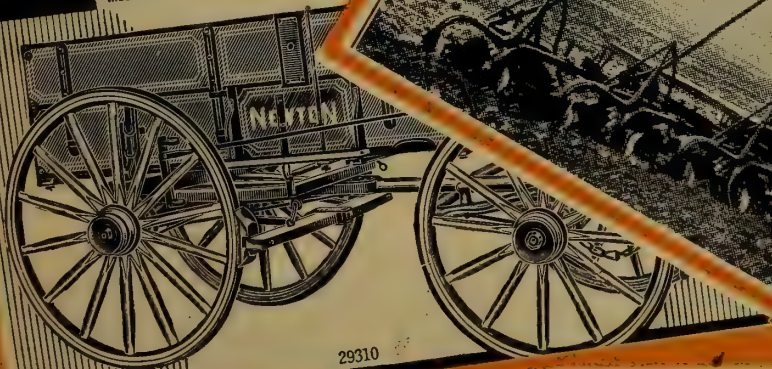
have been standard for over half a century. sold exclusively by EMERSON-BRANTINGHAM Co. They run lighter, last longer than others, because of special features of construction it will pay you to know about.

Write for FREE Book

which explains in detail just how the NEWTON is the best wagon for your work. Also have free books about other types of wagons you may need. Write us today.

Emerson-Brantingham Implement Co.
(INCORPORATED)
687 Iron Street

Plows, Harrows, Pulverizers, Listers, Spreaders, Planters, Drills, Cultivators, Mowers, Hay Tools, Baling Presses, Corn Shellers, Gas Engines, Farm Tractors, Steam Traction Engines, Threshing Machines, Road Rollers, Wagons and Vehicles.



29310

EMERSON CORN PLANTERS

RAISE MORE CORN

PLANT MORE ACCURATELY

THE EMERSON Edge Drop Planter shows by actual comparative tests that it has a more accurate drop than any other. This means even stands, no "skips", more corn. The reason is because the EMERSON patented Seed Box and Plates are different. The plates are larger in diameter than others, and allow ample time for corn to enter the cell, no matter how much the corn varies in size or how fast you drive. You can plant more acres per day with the EMERSON, because the Emerson is a very light draft planter. It is easy to get an even stand and accurately checked field with the EMERSON. The EMERSON pack the dirt firmly around the corn, but not over it. This leaves the top of the corn, but not over it. This leaves the top of the corn, but not over it.

The Sign of Success



Light Draft Fast Work



POWER is the big word in successful farming today. Power to put your crops in quickly, within a few days, when weather conditions are right. Power to plow deep and reduce the weed crop. Power to harvest your grain, 100 acres per day, if necessary, before half your crop is lost. Power that is not overcome by the heat when it is most needed. Power that saves you money in hired men's wages. Power that costs nothing when not in use.

The Big Four "30"

is the most efficient, most reliable, most economical farm power. No farmer who has ever used the BIG FOUR or seen it work, will not be a convert. The BIG FOUR was the first successful farm tractor to utilize continuous power stream of the four-cylinder engine. It is the only tractor that can be done by hand—saving you a cent. It has a self-steering device possessed by no other tractor. It must make a good penny—saving you a day in plowing better than can be done by hand. A boy, unassisted, can operate the BIG FOUR. The BIG FOUR uses kerosene, naphtha, benzine, distillate or alcohol—and is so far ahead of all other tractors as to be absolutely beyond comparison. Don't make any mistake. Invest in the BIG FOUR Farm Tractor as to be absolutely beyond comparison. Write us NOW for the BIG FOUR BOOK.

Emerson-Brantingham Implement Co.
(INCORPORATED)
Largest Line of Farm Machinery in the World.
Rockford, Illinois



FREE Farm Books!

This message is important, for it tells you how and where you can get free information of value to you about practically every implement, vehicle or piece of machinery you use.

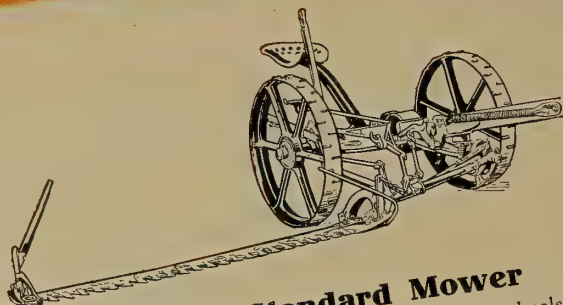
Look for the name, EMERSON—it is backed by 60 years of successful manufacturing experience—it is your absolute guarantee that it is your absolute dollar an made, and that nowhere can you get better value for every dollar. EMERSON implement line below and Note our complete line below and buy nothing without first sending for the EMERSON book on what you want. Write us TODAY for FREE book on anything in our line you are interested in.

Emerson-Brantingham Implement Co.
(INCORPORATED)
Iron Street, Rockford, Ill.

Largest Line of Farm Machinery in the World
Plows, Harrows, Pulverizers, Listers, Spreaders, Planters, Drills, Cultivators, Mowers, Hay Tools, Baling Presses, Corn Shellers, Gas Engines, Farm Tractors, Steam Traction Engines, Threshing Machines, Road Rollers, Wagons and Vehicles.

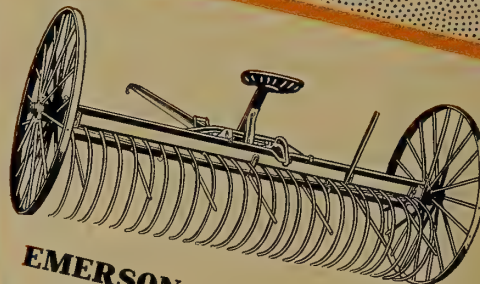
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Emerson-Brantingham



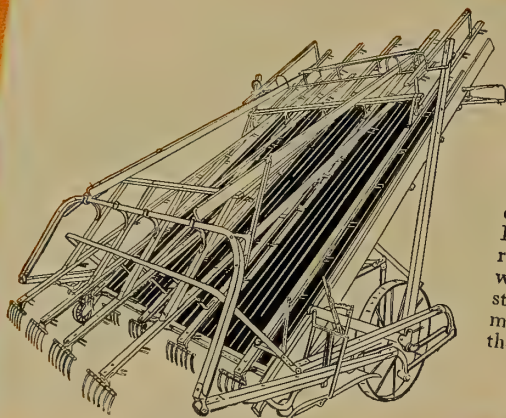
EMERSON Standard Mower

Weight of machine, cutter bar and driver all on main wheels. This means greater traction, no side draft, no neck weight, less friction, lighter draft, greater durability. Does more work in less time, at less cost. A sixty-year favorite over all other mowers. More than a score of superior EMERSON features make this mower positively unmatched. If you know of a mower that you think is better, tell us its name and we will tell you *why* it cannot compare to the EMERSON STANDARD.



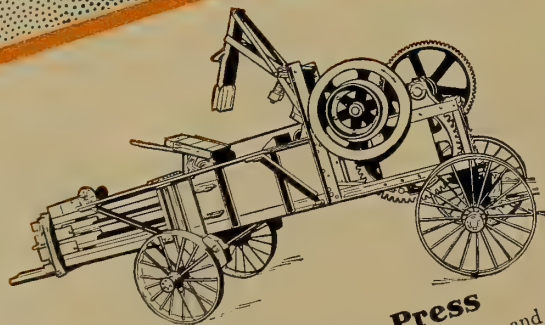
EMERSON Self-Dump Rake

An *absolutely satisfactory* Self-Dump Rake. No need to keep foot pressure continually on the dump lever. Efficient spring locks the teeth down while gathering the load. Heads, hounds and cross pieces heavy angle steel. Wheels have removable boxes, our high staggered spoke, wide tire, channel cut. Investigate also the EMERSON Combined Side Delivery Rake and Tedder, EMERSON Sweep Rake and EMERSON Stacker.



EMERSON Gearless Hay Loader

No Gears. No Crankshafts. No Chains. No Springs. No Webs. No troublesome parts. Not one of the weak or complicated parts that other loaders have. Requires no extra help. One man runs the EMERSON Gearless, while a boy drives the horses. Built strongly. Its reliability saves both money and time. Write for further information.



GEISER Baling Press

The Geiser "Peerless" Baling Press makes a square and heavy bale, smooth and even, permitting the loading of full weight in car and saving freight charges. Steel frame, with strain evenly distributed. Bearings are rigid and cannot get out of line. Feed table medium weight for ease of operation. Light running. Built in two sizes.

EMERSON Service

Prompt service is a large factor in the success of EMERSON dealers.

It means as much to you, in building up a large local business, as it does to your customer, to be able to get him what he wants *when he wants it!*

Ten EMERSON manufacturing plants, making implements, vehicles, machines and parts by the *thousands*, and EMERSON branch houses all over the United States and Canada, give the EMERSON dealer a big advantage in the kind of *service* your customers appreciate.

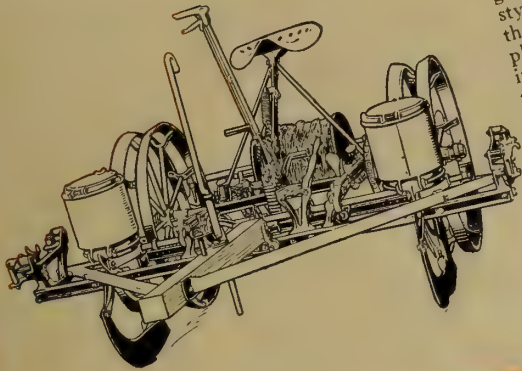
EMERSON factory experts and EMERSON special salesmen are at the service of EMERSON dealers and are available practically anywhere within twenty-four hours, to assist in setting up machines, or in making difficult sales when necessary.

Good Farm Machinery

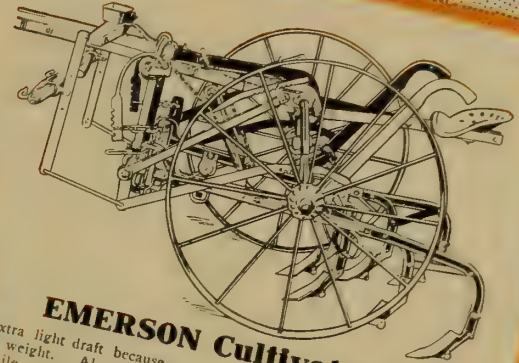
Implement Company

(Incorporated)

EMERSON Corn Planter



Made in different types for planting corn, kaffir corn, milo maize, cotton, peas, sorghum, etc. Our edge drop style has more accurate drop than others, because the drop plate is larger in diameter, giving the corn more time to enter the holes. Variable drop style will vary the drop while driving so you can drop 3 or 4 grains in rich soil and 2 or 3 in lighter soil, if you wish, insuring maximum crops. Many other superior features. A big seller. Write for complete description.



EMERSON Cultivators

Extra light draft because extra strong steel construction yet light in weight. Also because built with exclusive EMERSON 2000-mile magazine wheel box. EMERSON Cultivators may be quickly adjusted to desired depth and width for narrow rows or wide rows of corn or cotton. Gears easily lifted, spread or drawn together, aided by powerful, correctly-balanced springs. Pin break or spring trip, walking or riding, either four or six shovel—a great seller. WRITE NOW—Just say, "Send cultivator catalog." It will explain other exclusive features of great value.

CARLOAD Freight Rates

Handle the complete EMERSON Line and *save money* on your freight bills by getting carload rates.

You can't do this when you buy from half a dozen or more firms, for your orders to any one house are seldom large enough.

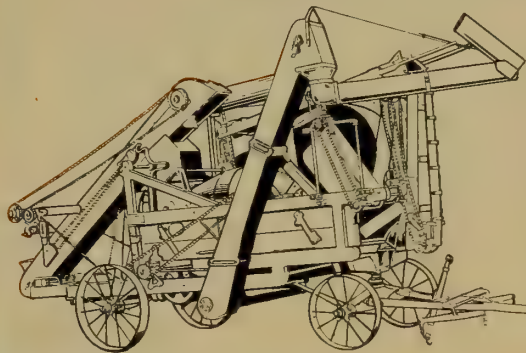
On a local business of average size the saving which carload rates would make for you would increase your yearly profits very materially.

A large business with one house is better for *you* than a small account with each of a number of firms. At times when special favors are desired, a nice volume of business to your credit is usually an advantage.

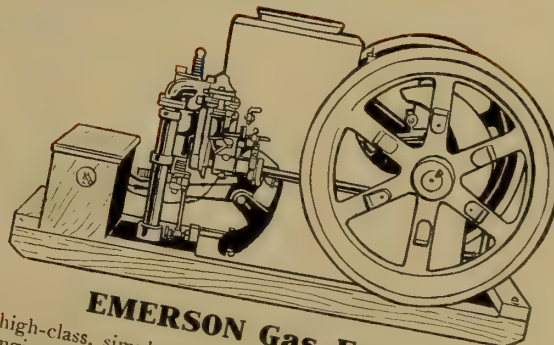
Write for our attractive dealer's proposition.

(See next page)

REEVES Corn Sheller



Big money maker for dealer and user. Shells cleaner, therefore grades the corn higher so it commands better prices. Most advanced type of suction fan. Shells over 1,000 bushels per hour. Built on the cone cylinder type, has long ribs, chilled to stand the hardest wear. Cob carrier swings to right or left or out ahead, throwing cobs clear of machine and wagons. Get the EMERSON agency for this REEVES Sheller and add to your profits.



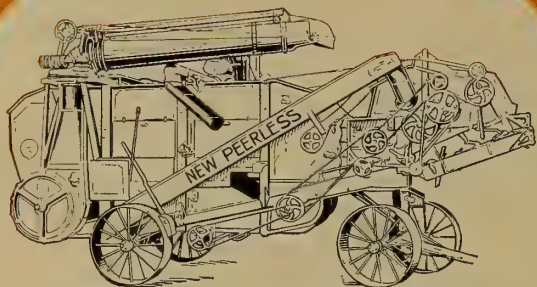
EMERSON Gas Engine

A strictly high-class, simple, efficient gas or gasoline stationary engine. The complete line, ranging from 3 to 30 h.p., appeals at once to the knowing dealer. Built only of the best known materials to give perfect and lasting satisfaction. Absolutely reliable ignition system. Easy to understand. Easy to operate. Smaller sizes mounted on portable trucks. Don't fail to get complete description.

Good Farm Machinery

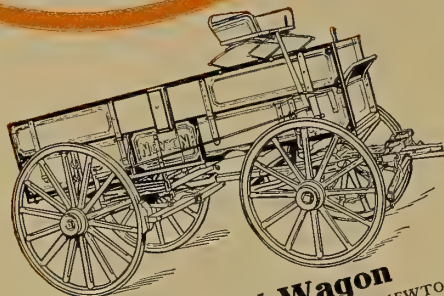
Emerson-Brantingham Implement Co.

(Incorporated)



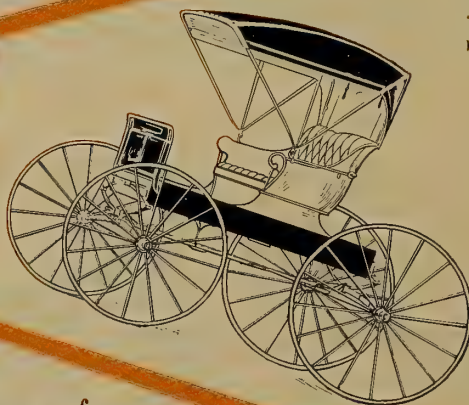
The GEISER "Peerless" Separator

is best known for its wonderful *sieveless* gravity cleaning system. The surest, most thorough, easiest cleaning process in the world. Has special feeder, rotary knife or disc band cutter, strongest cylinder, and *many other* superior points it will pay any user to investigate. Write for catalog to-day.



NEWTON Wagon

Built in many styles for all localities and all uses. Also NEWTON dairy wagons, teaming gears, farm trucks, heavy trucks, metal hound trucks, etc. Sixty years leadership could not be accidental. There are *many* reasons for NEWTON superiority and NEWTON popularity that every live dealer should know. You want to handle a wagon that *always* gives *lasting* service and genuine satisfaction. You want an *easy* seller. Get the NEWTON agency at once. Write for literature and dealer's proposition.

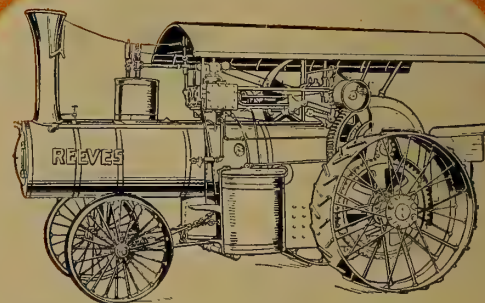


EMERSON Buggies

Extracts from EMERSON dealer's letters (originals furnished upon request):

- "Tried eight companies and find Emerson quality and prices best."
- "Emerson has more individuality than any other."
- "Very good sellers at a good profit."
- "Profits better, easy to sell, stay sold."
- "Not a single complaint in five carloads."
- "Have not had a single kick."
- "You have the style and wearing qualities."

Write us and learn *why* EMERSON Buggies are the *best* for you to handle."



The REEVES Steam Engine

is a reliable performer under all conditions. Has exclusive valve construction, patented drive wheel, starts readily from any point without dead center troubles. Many other desirable features described in detail in the Reeves Catalog. Built honestly through and through, the REEVES walks away with loads other engines of equal rating cannot budge.

want to join the ranks of successful EMERSON dealers who have learned the advantage of handling implements that *always* please, are *well-known* and *easy to sell*.

Write us *now* for catalogs and dealer's proposition, and make this a record-breaking year!

EMERSON-BRANTINGHAM IMPLEMENT CO., Inc.
ROCKFORD, ILL.

The Largest Line of Farm Machinery in the World

TUDHOPE ANDERSON CO., 1152 Princess St., Canadian Sales Agents, Winnipeg
Branches: Winnipeg, Man.; Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; Regina, Sask.; Saskatoon, Sask.; Swift Current, Sask.; Yorktown, Sask.

Good Farm Machinery

Well Boring in China

The most primitive methods of well boring still exist in China, especially in the province of Szechuen where there are oil, gas and salt wells over 2000 feet in depth. These wells are drilled by hand through solid rock, and with all conditions satisfactory the work advances at the rate of 2 feet in every 24 hours. Therefore about three years are required to dig a well!

The method in drilling is as follows: If there are three or four feet of soil above the underlying solid rock, the Chinese plant a tube of hollow wood so that the end of it reaches the rock. A large stone through which a hole 4 or 5 inches in diameter has been cut is placed above the upper end of the tube, the hole in the stone being directly above the hollow tube.

The boring machinery is next erected. A large hoisting drum is set up vertically some little distance from the well. This drum has an axle 7 to 8 feet long, made of wood and having an iron pin at each end, the lower pin working in a dressed stone, the upper in a strong cross-beam mounted on two firmly fixed wooden tripods. About 5 inches from either end of the axle there is a row of wooden spokes about four feet in length and to the outer ends of these are affixed upright rods parallel with the axle of the drum. The skeleton drum is thus formed, and upon it is wound the cable used in raising and lowering the drill.

This cable, of rattan cord, passes from the drum to a wooden lever resting on a wooden frame, where it is attached by means of a swivel. It next passes down the hollow tube, its end being attached to the boring bit, an iron rammer weighing from 200 to 400 pounds, which is notched and made a little concave above and convex below. The length of the cable is so adjusted that the lever is horizontal when the bit is just resting on the bottom of the well. To depress the lever and raise the bit, two sets of men jump from side platforms onto the lever and back again to the platforms. Sometimes, however, only one man is employed. The bit is raised about 2 ft. and then let fall by its own weight. About 720 to 900 strokes per hour are delivered. While the bit is in the air, another man twists the swivel a little so that the teeth of the bit strike on a fresh surface. This man, also, from time to time,

throws into the hole a few pails of water to soften the material composing the rock, and reduce it to pulp, which is removed by lowering a cylinder of about 60-pound weight in which is cut large cup-shaped grooves, into the well. The pulverized rock is forced into the channels of the cylinder by moving the cylinder up and down a few times, whereupon it is drawn up and the powdered rock removed.

To draw water from the well, a 24-ft. tube of bamboo, at the bottom of which is a valve or sucker, is sunk into the well until it reaches the bottom. A strong man works a rope connected with the valve so that every shake opens the latter and permits the water to rise in the tube. The tube being full, a great spindle-shaped cylinder upon which the rope of rattan is wound, is turned by two or more buffaloes until the tube is drawn up.

A Line of Farmers.

Dealers who cater to their needs will profit by keeping a list of things patrons will some day need, and go after the sale before competitors get busy. One of the best methods of adding to the yearly sales is to keep a careful record of what machinery the farmers of a district will need at a later date, and then get after them sufficiently early, says Farm Machinery. The only difficulty which presents itself is that of obtaining the requisite knowledge of what the farmers will some day want. One method of getting this is to discreetly question every customer as to the possible needs of his neighbor, and note the information in a book or card system for future reference. Another help is found in the record of sales which every careful dealer keeps. By turning back several years it is easy to discover those whose machinery must be getting antiquated. In this way a goodly list of prospects is started, and from time to time may be added to as other information comes to hand. Many dealers make a practice of driving through their territory on a regular canvass when time will permit, and on these occasions old implements are carefully noted, together with the names of their owners. At the proper moment a call is made or a carefully worded letter is sent to each prospective customer suggesting that he will shortly be in need of a certain machine, and that the sender will be pleased to show him one which is reliable and up-to-date.

A deep impression is often made on the recipient of this letter because he is at a loss to know how the dealer discovered that this particular implement was worn out and needed replacing. It is a safe bet that the foundation of a sale is often made by this method, and if closely followed up in all cases, will often result in the deal going through.

A Hard Test.

A man named Gonzales was arraigned the other day before Judge Scully, of Chicago, who seems to be something of a Solomon in his way.

Gonzales was charged with making and marketing a hair tonic; or, at least, which does not justify in practice the glowing claims which its manufacturer makes for it.

The complainant, a young woman, said that she had invested some money in Gonzales' tonic, but that it was no good—

Never Give Up.

Napoleon was a military genius. He was brilliant, aggressive, bold—a master of stratagem and lightning-like in his decisions in emergency.

Von Moltke was an efficiency engineer of warfare.

He had decided before war was declared, just what was the objective point of the conflict—what he wanted to accomplish.

Then he planned, in detail, just what moves he must make to gain that end.

His plans made, he provided, down to the tiniest item, everything needed at every stage of the game. He had all these things where they were instantly available at the right time and place.

His system of warfare admitted of no unforeseen emergencies. Everything had been anticipated.

Grant was neither a meteoric military genius nor did he have an



A Pretty Scene in Saskatchewan

it wouldn't grow hair, and Gonzales couldn't prove it.

Judge Scully, after listening to the testimony, sentenced Gonzales to grow hair on the pate of a bald-headed policeman, placed him under bonds, and gave him a year in which to produce results.

This seems like an excellent idea. We commend it highly to the Vigilance Committee of the Associated Clubs of America. If an advertiser claims that his product will grow hair, invoke the courts to make him produce the hair. If he claims that his goods will make a man grow tall, or thin, or fat, let him prove it on a suitable subject selected by the court. Whatever qualities or merits he may allege in his advertising could in this way be accurately checked up. Judge Scully seems to have invented or happily hit upon a method of making advertisers tell the truth which is both conclusive and satisfactory to the public.

opportunity to plan in advance the war in which he fought.

But he could take defeat after defeat and still keep on fighting.

After the enemy had worn himself out beating Grant—thought he had whipped him to an utter standstill—Grant was discovered plodding doggedly into battle.

History has not decided which was the greatest general.

Look around and you will find these three types, among others, in the world of business.

Not one man in a million possesses or can develop the genius of a Napoleon.

Few men have the marvellous powers of calculation, foresight and constructive imagination of a Von Moltke—although you and I can develop more and more of it.

But you and I—and every man—can refuse to acknowledge himself beaten, can keep on fighting to win as long as life is left in his body—and perhaps afterward.

The Effect of Little Things

In business today we think too much of the main issue, we keep our vision directed on the big chance and entirely ignore what is more important—the effect of little things.

A chance acquaintance, a thoughtless action, a trifling circumstance, these trivialities have altered the life history of a man and have altered the destiny of a nation. We all have read in history how the cackling of the geese saved Rome from the stealthy night attack of the Goths, and Rome would have been conquered in a surprise attack that night.

The little things count. Minute animalcula die and their bodies form the sunken coral reef upon which the large vessel dashes, making herself a total wreck. The careless riveter in a shipyard leaves a poorly riveted plate, and the consequent leak may mean the loss of life. The inspector in an automobile factory passes a flaw in the axle pin of a car, and, sooner or later it gives way with the resultant danger for those in the car. Constant drops of water wear away the hardest granite, and the constant little leakage in a business means financial ruin for the owner of the business. The stupendous effect in all the history of the world has been the effect of the little things, and the same applies to any line of modern business. We despise trivialities in modern business, call this or that “cheeseparing” or “a piffling matter.”

The mere order of asinine officials, forcing the Hindu sepoy to bite off the end of their cartridges, caused the terror of the Indian Mutiny. The ends were greased with bullock fat, which the caste of the Hindu forbade him to touch. Gladstone, in a touch of political spleen, detained the troops who went to relieve Gordon in Khartum. A great life was lost and the Soudan lay unconquered for ten years thereafter. The explorer, the scientist, the great engineer know well the value of trivialities. They often mean all the difference between life and death for the individual. It is the taking of everything into consideration that makes the successful business man. Life is not made up of immensities but of atoms, and the atom has to be thought of before the greater mass can be obtained. Justice, too, often depends upon the digestion of the judge, and an inconsiderate remark from the lips of a man may change the whole of his after-life.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager

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SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, MARCH, 1913.

Watch always the little things for they are the biggest things in our lives.

Ten Thousand Implement Men Planning Extensive Trip

Ten thousand men engaged in the business of selling implements, threshers, and carriages are planning what may be termed the most important business trip on record—a trip which will not be concluded before the end of December, 1913. Their itinerary has not yet been definitely decided. Two routes are under consideration, and one of the two will be selected at once as a start is to be made March 1st. As the entire trip is to be taken through the farming districts the party will use, largely, teams and automobiles.

One of the routes under consideration is admittedly a bad road to travel—it is muddy, dirty, stony, full of ruts, with frequent stretches of muskeg—also there are numerous bad hills to climb, and if the party decide upon this route they will invite all kinds of troubles and worries all along the way.

The other route—the main and graded highway—is clean, free from stones, ruts, and springy treacherous spots—there are no tiresome hills to climb or cause delay, and the desired destination

is reached with a large measure of satisfaction.

To take the muddy, dirty road implies an inclination to obtain orders from farmers and dealers along the way, without any regard whatever for clean businesslike methods—it even means going so far as to resort to the pernicious and unbusinesslike practice of interfering with and making an effort to break up firm or bonafide orders or contracts made in good faith by a competitor with a dealer or farmer. Another far-reaching effect of such tactics is creating, in the mind of the dealer or customer, an impression that his first order is not binding and need not be lived up to.

To take the other route—the clean highway—means a registered determination to be clean in all your dealings, to respect and honor all first orders and contracts made by competitors, and to refrain from interfering with the same. It further embraces the lifting up of the implement, thresher and carriage business to a higher level. It resolves itself into a systematic, educational campaign, especially on behalf of the newcomer to Western Canada, that he may learn as speedily as possible that an order given, a contract made, must be respected. Therefore the clean road is the best, first, last, and always, because when your destination is reached there is a large measure

of satisfaction in looking back over the way you have come.

TO SUM UP

Let all decide to play the game Square.

To respect and honor the business of our competitors.

To get better acquainted with our competitors on the trip—most of them are better fellows than we think.

By every means at our disposal to raise the standard of the business.

To treat every competitor as we would like him to treat us.

Twilight and Memory.

Do we not often sit on the misty shores of Memory as we draw nearer, ever nearer to the twilight that lies betwixt the end of our lives and Peace? And, as we sit there, how many ghosts of the past drift to us, their kindly hands weaving visions for us, visions of the days that are long dead, for age has naught but recollection.

Ah, Time! You strip away our memories so fast, that only that which we need not forget shall remain, and of these the only memories worthy to keep are those that keep the heart young, the faith unclouded, the hands clean.

Impressions! The long, low school room, the widening circle of the jumping trout upon the stream, the fresh weariness of boyhood as we go home through the gathering twilight. Memories, and the tender peace on the face of our mother is with us again tonight; her work-roughened hand lies in caress upon our gray hairs.

Impressions! The widening world, the first going away from home, the turning of the key in our first trunk. Home is flitting and in our heart is the ache that knows no surcease, with us the endless moan of the seven seas that are the home of the wandering.

Drifters afar! The teeming streets of great cities, many unknown faces 'neath the white lights, the worst loneliness of all—lost amidst the hordes of mankind, straining eyes in endless search for a familiar face.

Faces that we knew, friends that were, drifting, drifting into the darkness; ships passing into the unknown night. A little while, love, a hearthstone and peace, love and a woman's face tender and wistful. The years pass, other faces, those of sleeping babes; again pain and loneliness.

The wind on the shores of Memory moans through the empty corridors of our soul to-night, and we look backward along the road, its pain, struggle, loneliness—a little joy—and, to-night, naught but Memory. Life that grew from vagueness into reality—and again is slipping softly into the vagueness. Memory—old ghost-raiser—we look into the future, we see the tide slipping away on the ebb. It is carrying us to the lone land of ancient dread, yet we go unafraid. Across the bar, out to the darkness, and we shall catch the sunset that has gone before us. The sunset and peace, such a peace as we have never known, never realized.

The Motive in Association.

One of the arguments levelled against association in any line of business, usually put forward by a man as his reason for not joining the body, is that the officers and directors of the organization are all big men trying to get the upper hand over the others. Such men say also that those who are importuning them to join are doing so for a selfish purpose only.

Never was there a more foolish idea. The men who are the brain and sinew of various retailers' associations are nearly always men who are big enough in a business sense to stand alone without either the help or the hindrance of the smaller dealers. Thus they have no selfish motives in getting other dealers to join the association for the reason that such an action will not benefit them beyond that certain benefit that arises from co-operation. Nor is it at all likely that they hope to injure their fellow dealers when they offer to share every advantage which comes from organization. It is quite true that members of associations receive most good out of the organizations, if many others combine with them. Yet the greatest benefits usually fall most largely to the newcomer in the organization and not to the comparatively old and firmly established member. Everyone should be able to see that when manufacturers, jobbers, travelling salesmen, big city retailers, even the world's workers, are organizing and strengthening their existing associations, surely then there is something more than selfishness or ulterior purposes in the move for greater co-operation in the ranks of the retail implement trade.

Life Lines.

When you are going to bore a piece of wood, do you look for a crack to start the point of your bit in? Naturally you do not. Even so, in life. Don't look for an opening. Make one. Its size is unimportant. If you have capacity you soon will make it fit you; you will enlarge it.

The point of the boring bit is small but it starts the body. The main chance is always present in a man's life. It exists everywhere; its bounds are between the stars and the unmined ores of the earth. Where you are, what you are does not really matter. Real determination is like a bad-tempered bulldog. It demands something to grip and to hold.

Dreams may float all over a continent, but the road to success has to be built daily, yard by yard. It is a hard road to build, it wants intelligence and great patience.

You can only do one thing at a time, trying to handle too many things means inferior work.

You have to believe in yourself. Lack of belief in your own capability is the greatest tragedy in your life—save one. The greatest tragedy of all is when those who love you lose faith in you. Desire and indulgence are the twin demons that have to be grappled with, and faith is the only weapon that you can use against them.

You must conquer caprice; until you have done so you are neither fit nor fitted for the struggle. Work always, not merely that you may live but for the truest joy of all—that is the joy of the working.

Terrific Trenching.

What would an ancient Egyptian irrigation engineer say if he were to reappear on earth and be given the information that the modern builder of irrigation works uses a machine that is capable of daily excavating a mile of ditch 6 feet deep and 12 feet wide? Undoubtedly he would immediately elect his informer to full membership in the Ananias Club, and call him by a short and ugly word into the bargain. This machine is said to be the largest excavator of its kind ever built. It is employed in the construction of canals and laterals, comprising an irrigation system to water the 16,000 acres which compose the Cudahy ranch, situated in the Imperial Valley of Mexico, just across the international boundary from California. The conditions are identical

with those of the valley of the Nile, for this ranch is of silt lands built up by the ages of overflow of the Colorado River. The huge machine weighs 100,000 lbs., and covers an area of 25 by 60 feet. It is entirely of steel construction, and is propelled by two 30-h.p. gas engines. The fore part of the machine carries the engines which drive a shaft wheel, which, in turn, by a series of cogs and chains, propels the machine over the ground, and at the same time operates the immense circular digger carried at the rear. This digger is equipped with scoops bearing sharpened blades of steel. It first picks up the dirt, and revolving upward drops its burden on to conveyors which carry it to both sides, depositing it upon the banks of the excavation. The machine is so nicely adjusted that it can dig a ditch from 2 inches up to 8 feet in depth, and from 4 to 12 feet wide, shaping and finishing the excavation as it proceeds. With this machine seven men do the work of 50 scraper shovels hauled by 100 mules, with a driver for each team.

Twine Prices for 1913

The International Harvester Company, in a recent communication, advise us that they have set the following prices on twine for 1913:

500 feet, Sisal or	
Standard	9½c. per lb.
550 feet, Extra	
Manila	10 c. per lb.
600 feet, Manila ..	11¼c. per lb.
650 feet, Pure	
Manila	12½c. per lb.

All these prices are F.O.B. Chicago, or points taking like rate of freight. From these prices deduct ⅛c. per pound for orders of 10,000 pounds or over; for 20,000 pounds, or carload, deduct ¼c. per pound.

In addition to these quotations, so far as Western Canada is concerned, 60 cents per 100 pounds must be added on car load shipments, with a minimum of 24,000 pounds, from factory to Winnipeg. To points further West additional freight must be added.

The Plymouth Cordage Company have supplied us with the following prices on Plymouth Binder twine, these prices becoming effective March 3rd. The prices are for small lots, Minneapolis, Fort William or equal delivery, the discounts for quantity being the same as those given above.

Sisal and Standard	
Twine	9¾c. per lb.
550 feet, Extra ..	10¼c. per lb.
600 feet, Superior	11¼c. per lb.
650 feet, Premax	12¼c. per lb.
650 feet, Pure	
Manila	13 c. per lb.

Personal

John Koenings has closed down his implement business in Irvine.

Allen Boney has opened up a new implement business at Viewfield.

N. J. MacDonald has sold out his implement business at Eyebrow.

W. C. McKinnell has given up his implement business at Rembrandt.

J. F. McLeod has opened up a new retail implement store in Langdon.

J. B. Phillips has sold out his implement business at Ogema to H. Edgar.

A. E. Staidji has opened up an implement business in the town of Austin.

J. A. Gilmour lately opened a retail implement business in the town of Lipton.

E. L. Gutierrez recently opened a new implement concern in the town of Kinnull.

Thomas Wilson has opened up an implement business in the town of Treherne.

Baldwin & Tetreau, implement dealers of Cabri, have recently dissolved partnership.

W. H. Fulmore has sold out his implement business in Parry to a dealer named H. Ashton.

McConnell Bros., have sold their implement business at Hamiota to W. E. Wilson.

A. Ernest has sold his implement business at Viscount to two partners named Wolf & Block.

J. Johnston has closed down the implement business which he formerly carried on in Kipling.

Caswell & Davis is the name of two partners who have opened an implement business in Assiniboia.

E. C. Healy has taken over the implement business in Sturgis formerly owned by T. C. Brooks.

G. R. Perry has sold his implement business in Marcelin to two dealers named Moffat & Anderson.

G. W. Peters has taken over the implement business at Rosenfeld formerly carried on by Peter Neufeld.

Goetzen & Peters are the names of two partners who have opened an implement business at Waldheim.

B. H. Herron has bought the implement business at Lauder formerly carried on by R. J. Rutledge.

David Low has taken over the implement business in Girvin, formerly carried on by F. B. Fraser.

H. Collins has bought out the implement business in Neepawa formerly managed by W. Wigmore.

Neil McCaskill has taken over the implement business at Loughheed formerly carried on by J. H. Kiteley.

W. L. Staples has taken the implement business that used to be carried on in Grenfell by J. McLeod.

Fred M. Vincent has taken over the implement business at Leslie, formerly managed by T. Thorwaldson.

W. P. C. Sanders is extending his hardware and implement business at Colgate, and has admitted a partner.

J. C. Moreau has bought out the implement business in Somerset formerly carried on by Joseph Rondeau.

The Southern Saskatchewan Implement Co., recently opened a branch implement store in Assiniboia.

Hochin Bros., have commenced an implement business in Canora, and hope to do a good trade at that point.

H. Curtis has enlarged the business interests of Youngstown by opening an implement store at that centre.

W. F. Hawkins has taken over the implement business formerly carried on in Darlingford by E. H. Stevens.

Walter T. Hain has taken over the implement business at Stronghold formerly carried on by W. F. Drummond.

James Moore has bought out the implement business at Douglas, previously managed by Thomas Ellis.

Olaf H. Wenans has opened a new implement business in Verwood. We hope that Fortune may laugh with Olaf.

Caswell & Davis, implement dealers of Assiniboia and Moose Jaw, have opened a branch business in Expanse.

J. C. Fortin, who used to carry on an implement business at Langdon, has sold out his interests at that point.

A new engine company has been incorporated in Winnipeg, trading under the name of the Rotary Engine Co.

George MacDonald, an implement dealer in Boissevain, has recently taken into his business, as a partner, D. Taylor.

Two partners have commenced an implement business in Assiniboia, trading under the name of Berschal & Rennebohn.

Charles R. Pittman has enlarged the business world of Morris by opening a retail implement store at that point.

J. Wilson has taken over the Vegreville Implement Company, formerly doing business in the town of the same name.

Archie Campbell recently opened an implement store at Richdale. We trust that he may do well at that Western point.

The implement firm of Rogers & Lock, Yorkton, have dissolved partnership. In the future George Rogers will carry on the business alone.

John McGregor has opened an implement business at Saltcoats, having taken over the business formerly carried on by C. H. Watson.

The Moose Jaw Implement Co., has sustained a change in its management recently. It will now be

known as the Caswell & Davis Co., Ltd.

Hunt & Dickson, implement dealers at Indian Head, have dissolved partnership. In the future J. F. Hunt will carry on the business alone.

J. W. Kruegar has taken over the branch house in Ogema that was carried on aforetime by the Southern Saskatchewan Implement Company.

Brown Brothers, implement dealers at Loughheed, are, we understand, at present negotiating for the sale of their business to Moss & Bulloch.

Luke & Ross, implement dealers at Viceroy, have found it necessary to extend their business by opening a branch business in Assiniboia.

The business of Sanders & MacGowan, implement dealers in Kendal, has recently changed hands. In the future it will be known as Johnston & Sanders.

The J. I. Case Co., of Racine, Wisconsin, has finally closed a deal for a site at Weyburn, Sask., on which we understand they are to erect commodious warehouses.

The Kinnard Haines Company, of Minneapolis were recently registered under the Act respecting foreign companies doing business in the Province of Saskatchewan.

R. W. Humphrey, of Waldeck, believes in keeping the business in the family. He has taken his son into his firm as a partner, the concern to be known as Humphrey & Son.

J. McDonald has taken over the implement business at Forward, formerly carried on by A. Davidson. The town has an admirable name for a dealer who wants to go ahead.

J. L. Lair used to carry on a pool and implement business in the town of Alix. He evidently finds that buggies pay better than billiards as he has sold out his pool hall at that point.

The Triple Tread Manufacturing Company, Winnipeg, who do a large business in the re-treading of automobile tires, have recently applied for authority to increase their capital stock from \$50,000 to \$100,000.

C. L. Dennis, formerly a newspaper man of Milwaukee, Wis., has taken a position as publicity manager for the Turner Manufacturing Company, of Port Washington, Wis., manufacturers of the "Simplicity" gasoline engine.

J. S. McLellan, who has been with the Waterloo Manufacturing Co., at Portage la Prairie, for the past eleven years, recently entered

the ranks of the MacDonald Thresher Company. He will operate their Winnipeg branch.

H. R. Gordon has sold out his implement business at Wilcox to two partners named Thompson & Wailing. In spite of the sad name of the latter partner, we hope that they will have success in their business enterprise in that district.

The firm of Van Wart & MacDonald, who carried on an implement business in Munson, has recently undergone a change in its personnel. In the future MacDonald Bros., will carry on the business, Van Wart dissolving partnership with them.

We do not often hear of a lady retail implement dealer, but women branch into all kinds of trades and professions today. In the town of Alix, May Hall has opened up an implement business. We hope that Madam Hall, may do well in her dealings with the susceptible sons of the soil.

It is of interest to note that, in a recent edition of the South African Export Gazette, it is stated that the first agricultural oil tractor has recently reached the vast farming district of Rhodesia. This tractor was one of the well known Fairbanks-Morse tractors, 15-25 h.p. Rhodesia is larger in area than the combined provinces of Manitoba and Saskatchewan, the largest city being Salisbury.

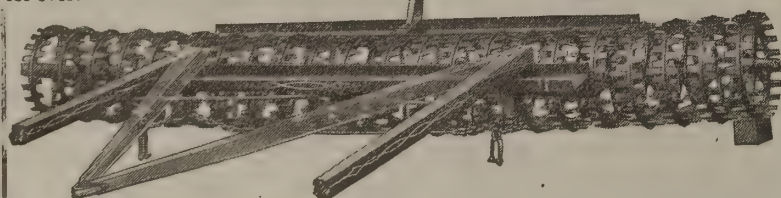
An Australian Milking Machine

A demonstration of a new Australian milking machine was given recently at a Sydney suburban dairy, in the presence of a gathering of interested persons. It is called the "Millar and Wade," and is said to be a New Zealand patent. The idea of the device is quite simple. It consists of four tubes of silver, two inches long, attached to a small aluminum shield, connecting with four rubber tubes four inches long, these connecting with a still larger tube 18 inches long, which leads to the bucket. The silver tubes are inserted in the cow's teats, and the whole is held in position by a clip. The apparatus can be cleaned quickly. It is claimed that there is no necessity for stripping after its use. The machine is so small that it can be put in a man's pocket. In an invention of this kind the natural question is whether the continual insertion of the tubes will set up irritation but available evidence was favorable to its use.

THE Dunham Canadian Soil Packer

The transparent poles drawn in on this cut show how the poles can be thrown together to hitch behind a tractor—an exclusive Dunham feature.

The frame is the backbone of the packer. The Dunham frame is made of 12-inch channel steel. It will last for ever.



A Big Money Maker for Live Dealers

Write for special circular and money making proposition to dealers in open territory.

The small cut shows the wheel used on the Dunham Canadian Soil Packer.

ROBERT E. BROWN, Sales Agent

102 & 103 Donahue Block

REGINA, SASKATCHEWAN

Stock carried at Winnipeg, Regina and Saskatoon

"Simplicity" Engines for Canada

Wilkinson, Kompass & Hawkey, of Winnipeg, have been made jobbers in Western Canada for the "Simplicity" line of stationary and portable gasoline engines. This firm have also branches at Hamilton and Toronto, Ont. The "Simplicity" line has proved popular in the United States, the manufacturers having enjoyed a profitable trade through both the eastern and western states.

The "Simplicity" engines are not absolute strangers to the Canadian field, since T. J. Trapp & Co., wholesalers and retailers, of New Westminster, B.C., successfully handled them during 1912. The possibilities of the field have, however, led the manufacturers to make a determined effort to supply the Canadian market.

The manufacturers of the "Simplicity" line are the Turner Manufacturing Co., of Port Washington, Wis., the first "Simplicity" engine being built in 1900.

Mr. Turner, who is a practical expert in the engine line, directed every agency at his command to the perfection of the "Simplicity" engine, so that a solid foundation would be laid for future rapid production. After this had been

accomplished the plant was located at Port Washington, and was equipped with one end only in view—that of cheap and accurate production.

We may mention that the first engine built by the Company, in 1900, is still in use in Sheboygan County, Wisconsin, after being in constant use for over twelve years.

The "Simplicity" line is standardized and complete between the sizes of 2 and 20 horse power. A new 4 h.p. engine, has been recently added. Another recent change is the increase in sizes from 5, 7 and 9 h.p. engines to 6, 8 and 10 h.p., respectively, at the same prices to dealers. A sample "Simplicity" engine is representative of the entire line.

The "built-in" magneto is a feature that the Turner Company was among the first to recognize the value of. It has proved a most popular selling feature, as it eliminates all dry battery troubles.

A State Implement Factory

Speaking recently at a luncheon given in connection with the Geraldton Agricultural Show, West Australia, the Minister of Lands and Agriculture (Mr. T.

Bath) outlined a proposal of the Government of West Australia to manufacture agricultural implements in that state.

The West Australian Government have engaged an engineer and are determined to carry on the project. Their belief is that they will be able to supply well-finished, well-wearing implements at a considerably lower price than what is at present being paid by the farmers of Western Australia.

The engineer engaged—a Mr. Davies—will supply the design for several of the implements which the state purpose manufacturing and, from what Mr. Bath says, it is evident that the Government do not intend to be unduly worried over the question of patents.

The Watson Catalogue

We are in receipt of the new catalogue of the John Watson Manufacturing Co., of Winnipeg. This is a most comprehensive catalogue, embracing their full line, and with a foreword especially for the implement dealer. The Watson line is well known throughout Western Canada and this trade publication contains excellent reproductions of the full

line of the Company. A few of the goods shown are: Feed Cutters, Ensilage Cutters, Grain Crushers and Grinders, Horse Powers, Pumping and Slicing Machines, Turnip Sowers, Pole Saws, Sleighs, Draw-Bars, Harrows and Harrow Carts, Pulverizers, Barrows and Trucks, Rollers, etc. The general get-up of the catalogue is excellent and its arrangement is a credit to the Company who publish it.

Making Farming Attractive

For years the term "pioneer" has been synonymous with hardship.

Now, it seems, there is to be a change. A titled landholder in Alberta has divided some two thousand acres into 80-acre tracts. These he is equipping in every way as a modern farm should be equipped; comfortable houses and other buildings, implements with which to work, and even stock have been added, thus making it possible for the purchaser to at once start working his land, without all the preparatory back-breaking work of clearing.

Under such circumstances, the "back to the soil" movement should receive an unprecedented impetus.

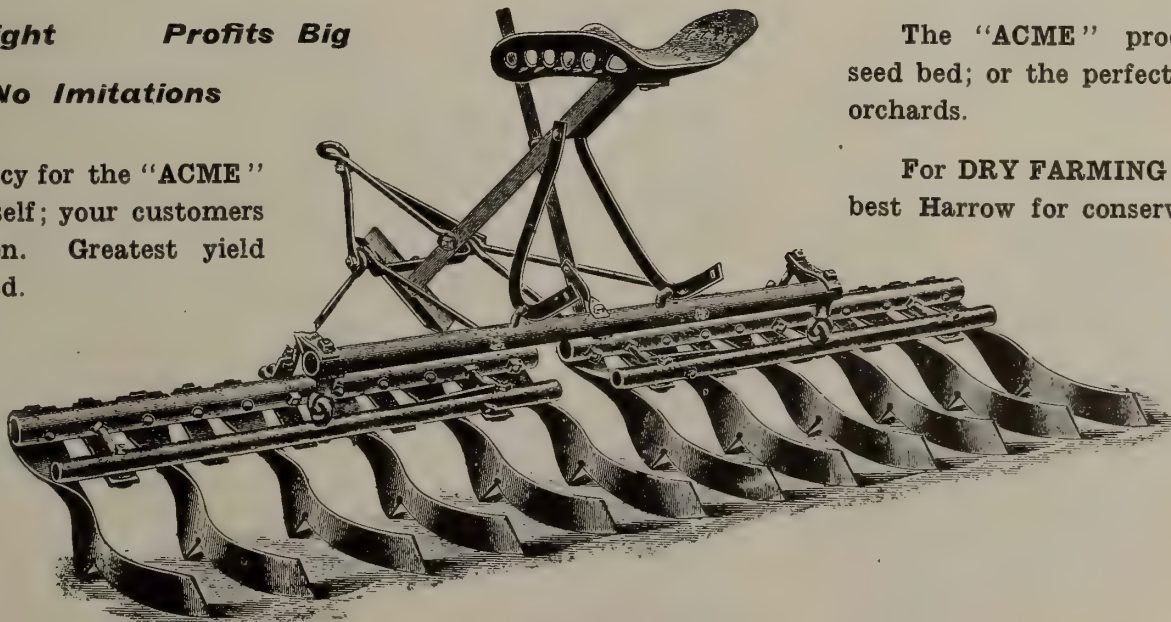
ARE YOU LINED UP?

Mr. Dealer, you should sell the "ACME" HARROW

Price Right Profits Big
No Imitations

Your local agency for the "ACME" has the field to itself; your customers are your salesmen. Greatest yield per acre is obtained.

Write our
**GENERAL
AGENTS**
for your territory



The "ACME" produces the perfect seed bed; or the perfect surface mulch for orchards.

For DRY FARMING the "ACME" is the best Harrow for conservation of moisture,

thoroughly packing the sub-soil, leaving no air spaces to break the upward attraction of moisture, leaving the surface perfectly mulched, thoroughly pulverized.

GENERAL
AGENTS:

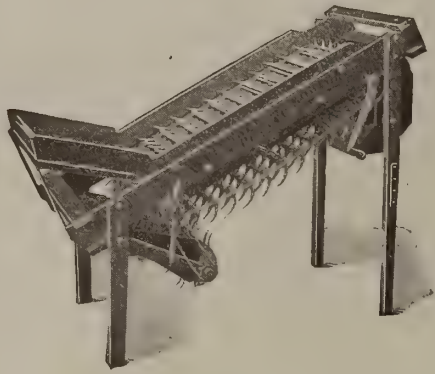
John Deere Plow Co., Limited

Winnipeg, Man.; Regina, Sask.; Saskatoon, Sask.; Lethbridge, Alta.; Calgary, Alta.; Welland, Ont.

MANUFACTURED
BY

DUANE H. NASH, Incorporated

311 DIVISION AVE.
MILLINGTON, N.J.



Aspinwall Potato Tools

Every Dealer should carry a Large Stock of this Line
Labor Saving, Convenient and Accurate
They are popular among Potato Growers

Sorter

This is a popular machine. 500 to 1000 bushels of potatoes may be sorted per day. Not only is it rapid, but the sorting is superior to hand work.

The potatoes are sorted into three sizes, viz.: large, medium and small. Entire work is under the control of the operator. Decayed potatoes can be removed while work is in progress.



Cutter

This is a great time and labor saving machine. Six to eight bushels of seed can be cut per hour. A boy can operate it. Division of eyes is better than average hand work. Potatoes can be halved, quartered or cut to any size and the seed end removed if desired.

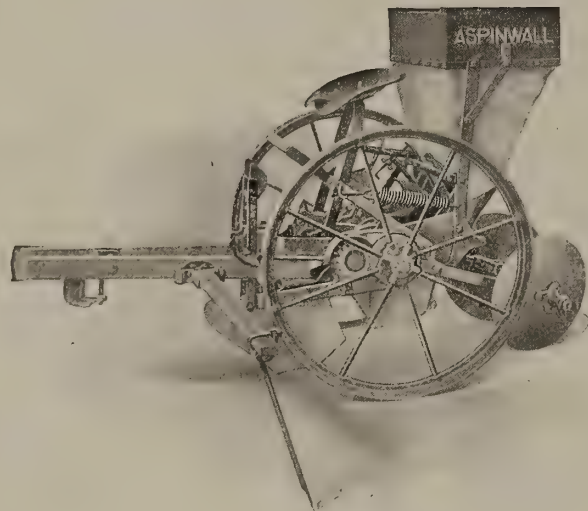
Planter

Planting potatoes by hand is hard, slow work. A Potato Planter will appeal to every farmer.

The Aspinwall Planter will particularly appeal to every farmer, as it is in a class by itself. It works entirely automatically and can be perfectly adjusted to suit all conditions.

Light draft, accurate and rapid. Feed can be regulated from the seat. It can be adjusted easily and quickly to plant the following distances:—9-10-11-13-15-17-20-24-26 and 30 inches.

Handling a high class planter, such as the Aspinwall, gives a dealer a big opportunity to do a large profitable business.



Sprayer

A Sprayer is a necessity for every farmer who raises any quantity of potatoes.

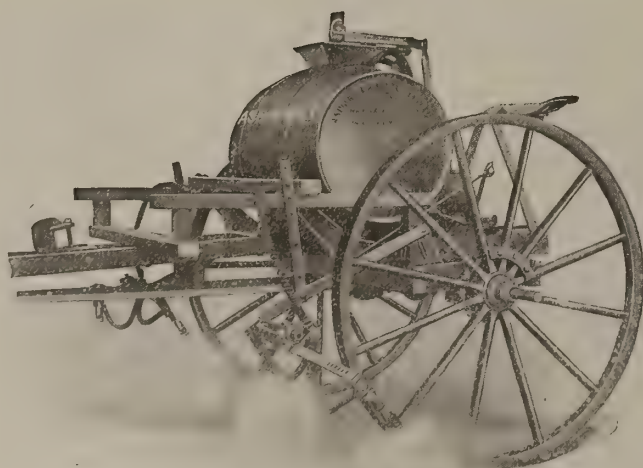
The Aspinwall Four Row, Double Cylinder, Two Horse, High Pressure Sprayer is the most efficient machine of its kind manufactured.

It is the high class machines that appeal to your customers. Quality is what they are looking for. The best machines are always the most profitable to sell, as well as the most profitable to buy.

For a quarter of a century the Aspinwall line has been in the lead. That explains why it is now one of the John Deere Lines, as every Deere Line is a Leader.

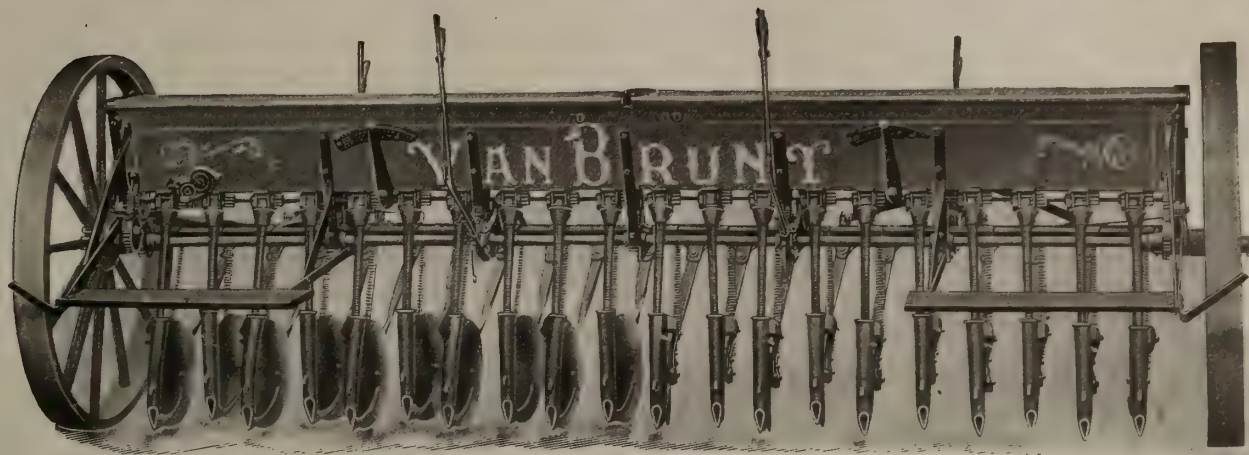
Handle the lines that are established, that the farmers know and buy.

Write for literature and information.



John Deere Plow Company, Ltd. : : : Winnipeg
Regina Calgary Edmonton Saskatoon Lethbridge

VAN BRUNT



The Drills That Have Made Their Way By The Way They Are Made

The highest grade farm tools have always sold best and always will sell best. The farmer of today wants satisfactory service from his farm tools above everything else—and only the highest grade implements give that service.

The Van Brunt line of grain drills has been added to the John Deere line because the name "Van Brunt" stands for highest quality in the grain drill world just as the name "John Deere" stands for highest quality in plows.

The dealer who handles the John Deere line of farm implements sells that brand with the self-satisfaction that he is selling the best.

And when he sells a Van Brunt Grain Drill he has the same assurance that satisfactory service goes to the farmer with that purchase.

Van Brunt Drills are the result of years of experience in manufacture and field work.

They are built from the best material, are strong, light draft and do the highest grade of work.

Have the farmer examine the Van Brunt at your store—he'll see the many points of superiority at once.

And when he takes it out to the field you know that he'll be thoroughly satisfied with the work it does—the final proof of any implement's efficiency.

Van Brunt Single Disc Grain Drill

The strong, light weight, light draft drill. Disc Bearings guaranteed. Any that wear out replaced free

Works Under Adverse Conditions

This machine, illustrated at top of page, works in any soil that can be seeded.

It is made to operate in mud, gumbo, sticky and trashy soil without choking up and clogging.

The dealer can be assured that it will work under conditions where the ordinary drill would fail entirely. This means "buyer-satisfaction" and future business.

Single Disc Furrow Opener

Chilled iron disc bearings—won't work loose or wear out. Bearings dust proof, no oil can leak out.

Spring steel scrapers keep constant contact with disc surfaces to keep them clean.

Closed disc boots convey the seed down into bottom of furrow without being deflected by coming in contact with upward turning disc surfaces. Boots convey every kernel of seed into bottom of seed bed before any soil can drop back into the furrow. It beats the dirt.

Adjustable Force Feed

The Van Brunt Feed will handle alfalfa and flax down to twenty pounds per acre, or lima beans, peas and Russian bearded oats in desired quantities.

Feeds and distribution are uniform. Adjustable gate avoids all possibility of bunching. Feeds are opened or closed without change of gear.

Other Superior Features

Tilting levers provide for adjustment to suit different size horses.

Double feed drive—each wheel drives half the machine. Gear drive—no chains to work loose or wear out.

Automatic spring lift makes easy job of putting discs into soil.

Tight fitting hopper covers—do not warp.

These are some of the many superior points of the Van Brunt Single Disc Drill that will appeal to the farmer.

Handling a full line of the best farm implements means more and easier sales for the dealer.

With the addition of Van Brunt Grain Drills to the John Deere line, the dealer now has a complete line of the best farm tools to satisfy the every need of the farmer.

Remember, the farmer considers the best the cheapest in the long run.

An agency is valuable in proportion to the salability and reliability of the goods. Van Brunt Drills sell—and they make good

John Deere Plow Company, Ltd. - - - Winnipeg

Regina

Calgary

Edmonton

Saskatoon

Lethbridge

Success and the Individual

The fact that a person is not a success in life, at the present day, is certainly not due to the lack of literature on how to make a success of life. Every magazine that we pick up has some article in it upon just this point, and we cannot help thinking of the allegorical picture, painted by a great artist, in which he depicts the Road of Life. In the foreground is an ambitious young man, who is so engrossed in reading a volume entitled "How to Succeed," that all the rest of humanity is going ahead of him.

Yet, in considering the question, it seems that four personal essentials exist, and to these or the lack of these hinges the fact of a man's failure or success. These essentials are: Imagination; Accuracy; Action; Executive Ability.

Many people think that imagination is closely akin to dreams, but the greatest inventors have ever been the greatest dreamers. Fulton was considered a mystic by most of his friends, yet his imagination showed him his little paddle steamer on the Hudson River. The vision of Goodyear gave the world the possibilities of rubber, although the price that he paid was abject poverty. The Wrights stuck to their idea that flying was possible and finally perfected their aeroplane.

Electricity is doing every conceivable kind of work, replacing with natural energy much of the physical energy used a few years ago. This is largely due to the vision of mankind in seeing that

which actually did not exist. Faith in the vision and following logical conclusions lead to the solution of many a problem. Let us consider the wireless telephone. It opens a great vista for conjecture. Fancy if we could take a small instrument from our pocket and call anyone up wherever they may be located, and that is by no means impossible and will yet be an accomplished fact. Science assures us that yet we shall be able to go from London to New York in about twenty-four hours. Look how we have cheapened the production of the electric current. The day will come when every dwelling will have power for light and warmth.

We are now taking the nitrogen from the air by an electric process and are fertilizing the soil by it. We have actually harnessed the rays of the sun, and use them for the production of power through a solar motor.

One of the greatest problems at the present day, and one that we shall soon have to consider seriously, is that of the non-productive human unit. The percentage of such individuals is enormous, and they are the drones in the hive of industry. It may seem fantastic but it seems to be true that if ruinous and destructive competition were eliminated and everyone was engaged in energetic creation we should be nearing a time when poverty and distress would no longer be known.

Accuracy is the making of many men. Inaccuracy is the undoing

of even more. Cannot we all remember the little mistake in the placing of a decimal point, in the calculations regarding the factor of safety allowed, that sent to destruction a heavy express train and snuffed out a score of lives. Every man establishes himself early in life as being safe and accurate or as being unreliable and inaccurate. It is a parting of the ways for his character, a pivotal point on which depends the future success or failure of his personal progression.

The biggest asset in the future will be action built upon a desire to serve. How many of our vast corporations give the best of their service until competition absolutely drives them to it? Some of our leading railroads at the present day only give decent service under the impetus of keen competition. How much better would it be if these companies were actuated by the principle that service to the travelling public was a necessity. If every business concern, from the small retail store to the mammoth consolidation, built up an imaginary competitor it would be far better for everyone concerned. If competition exists, go beyond it; if it is non-existent it should be imagined. Self-sufficiency is a curse, in a business as in an individual. In the future the man who can execute the best possible service his company can give, whose ideal is to serve the human factors he does business with, will be in great demand. He will be doing his community a service and will be of the greatest economic value to that community. If a man has the ability to

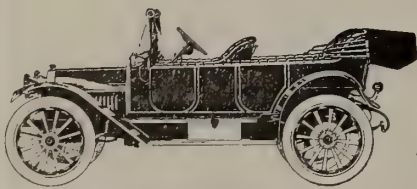
execute the plans of others he has that which makes him a power in the world, and, furthermore, if he has the vision, the imagination to see the things that are waiting to be developed he is a still greater power. But the man who has the ability to see what the world needs, and who can accurately plan to supply that need with plans based upon the desire to serve humanity, has no limitations. No one can say how far he will go, for he is a man that has to be reckoned with. There are many such men today, they are the "ghosts" of trade and commerce; they work away unknown, unvalued. These are the men who do the work the credit for which is annexed by others—the Over-Dogs. The only satisfaction that these unknown workers can have is the knowledge that their work is good; they are living by proxy, and it is sometimes hard to recognize the justice of destiny that lets their labors go unknown and unvalued from a personal standpoint.

Kerosene as Engine Fuel

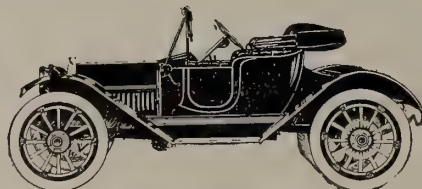
Nearly all engineering authorities have held that in order "For internal combustion engines to work successfully with any of the kerosene oils they must be provided with some form of volatilizer, vaporizer, gasifier or its equivalent," or in other words, supplementary means of heating the fuel, which would be unnecessary in a gas engine.

Brayton heated his oil by passing it through a heated gauze diaphragm. Oil engines of the vaporizing type, such as the

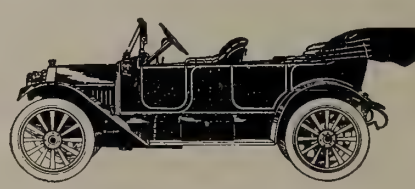
McLAUGHLIN-BUICK MODELS MEAN MECHANICAL PERFECTION



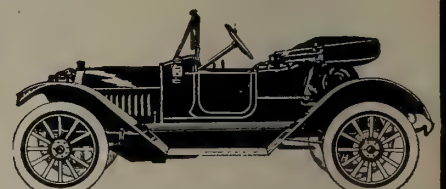
Model 31, Touring Car
\$1,900 f.o.b. Winnipeg



Model 30, Roadster
\$1,750 f.o.b. Winnipeg



Model 25, Touring Car
\$1,510 f.o.b. Winnipeg



Model 24, Roadster
\$1,300 f.o.b. Winnipeg

These are some of the McLaughlin-Buick models—built in Canada and endorsed by the Canadian autoist from coast to coast. Our line contains cars that will suit everyone in price, style, adaptability and durability.

MODEL 31—TOURING CAR—5-passenger; 32 h.p.; 108-in. wheel base; 35 x 4-in. tires, non-skid on rear; demountable rims; fully equipped top; wind shield; speedometer; nickel trim; self-starter; dynamo electric lighted throughout; f.o.b. Winnipeg, \$1,900.

MODEL 30—NEW MODEL ROADSTER—32 h.p.; 108-in. wheel base; 35 x 4-in. tires, non-skid on rear; demountable rims; fully equipped top; wind shield; speedometer; nickel trim; self-starter; dynamo electric lighted throughout; f.o.b. Winnipeg, \$1,750.

MODEL 25—26 H.P. TOURING CAR at \$1,510 f.o.b. Winnipeg is in a class by itself and worthy of close investigation.

MODEL 24—26 H.P. ROADSTER—105-in. wheel base; 32 x 3½-in. tires; demountable rims; fully equipped top; wind shield and self-starter; f.o.b. Winnipeg, \$1,300.

MODEL 40—40 H.P. TOURING CAR—Complete in every part—electric lighted, self-starter, \$2,440 f.o.b. Winnipeg.

The McLaughlin Carriage Co., recently shipped a solid train load of automobiles and vehicles to Western Canada, valued at \$250,000. The train was 580 yards long, and was composed of 35 special freight cars. This surely speaks for itself. Catalogs and price lists on request.

McLAUGHLIN CARRIAGE Co. Ltd., Winnipeg.

Western Branches: Regina, Saskatoon, Calgary, Edmonton, Vancouver

Head Office and Factory: OSHAWA, ONTARIO

Showrooms: 204-212 Princess St.
Garage: 275-277 Maryland St.

Hornsby-Akroyd, use a vaporizer. In the Diesel the increased heat is obtained by high compression within the combustion chamber. Most recent experimenters employ exhaust-heated carburetors.

Prof. Hutton, a great engine expert, explained the difference between a kerosene, or oil, and a gas engine thus:

"The only difference between an internal combustion engine using kerosene oil and the gas engine proper is that the oil engine requires a device whereby the liquid fuel may be atomized or pulverized so as to be introduced into the mixture in a state of such division that the liquid fuel in a condition analogous to a mist shall be distributed all through the mixture of oil and air in such a condition that the propagation of flame shall be instantaneous or practically so, as it is in a mixture of air and gas."

Considering Collections.

From experience in handling collections, the dealer usually finds that it is best to make your collections when you sell the goods; that is, to sell to good, responsible people, or to get a note with security, making the collections an easy matter.

Commenting on this, a correspondent of the Implement Dealers' Bulletin says:

"I make a list of every man living tributary to my business, then I take this list to my banker and have him grade the list, using No. 1 for a very good, No. 2 for good, No. 3 for good but slow, No. 4 for medium but slow, No. 5 for very slow, No. 6 don't sell without security.

"If there are two banks in town, have each grade the list for you, or have any other responsible party do so who can give you good information regarding the responsibility of the people with whom you are trusting your money.

"After this is done and you have sold your goods on credit, then come your collections which must, above all things, be looked after promptly. Say I have a note coming due Sept. 1, 1912; I sent out notice about August 15, stating, 'Your note will be due Sept. 1, and I expect you to give it your attention promptly on date due.' If a customer wishes extension on his note and I see fit to grant it, I write the extension on a slip of paper and pin it to the note, then write him before the note is due the second time, stating that I expect my money on that date.

"If you have a note or an account which you do not consider good, the best time to get security is when you are asked for an extension of time."

Around Saskatoon

In a recent communication from Saskatoon, we find that things are fairly quiet, this being the natural result of a strenuous collection season. It is, however, anticipated that spring will open in fair condition, although the various implement concerns do not expect any great activity until after the crop conditions have been fairly well assured. The implement fraternity in Saskatoon are expecting a visit from a deputation from the Winnipeg Wholesale Implement Association, in order

that a wholesale association of the same type may be organized in Saskatoon. The "Saskatoonites"—to coin a word in default of a better—associated with the implement business are anxious to show the Winnipeggers their city and what farm power machinery has done for the surrounding country. The advance in power farming in that locality has been wonderful, and the implement men connected with the many firms having branches in the city of Saskatoon are an optimistic army. We cannot but feel that if they start an implement and vehicle association in that city it should prove a great boon to the wholesale trade in Saskatoon. A thriving organization exists in Calgary, and we trust that shortly the same may be said of the Garden City.

How He Proved It

They were trying an Irishman charged with a petty offense when the judge asked: "Have you any one in court who will vouch for your good character?"

"Yis, your Honor," quickly responded the Celt; "there's the sheriff there."

Whereupon the sheriff evinced signs of great amazement.

"Why, your honor," declared he, "I don't even know the man."

"Observe, your honor," said the Irishman triumphantly—"observe that I've lived in the country for twelve years and the sheriff doesn't know me! Ain't that character for ye?"

We will bet on it that a boy can earn a living if his father refuses to do it for him.



Why He Hustled to Get an Avery Contract

Told in a letter written to his customers, from which we have taken the following extract:

"We have been watching the results of the Avery 'Light-Weight' Gas and Oil Tractor for the past year. We saw some of them at Grand Forks and Minneapolis, and they looked all right.

"We got the names of a number of farmers who had purchased them last year. We wrote to these farmers asking how they liked their Avery Tractor. We would like to have you come in and read some of these letters. They are surely well satisfied with their choice. They all speak very highly of the Avery Tractor, and none of them had a single fault to find.

"We hustled around to get an Avery contract, for we wanted to be in position to furnish Tractors that would stand up and do what was claimed of them. You can get an Avery Tractor just the right size to fit your farm. They are sold on approval and fully guaranteed.

"The Avery Automatic 'Self-Lift' Plow is a world beater. There is no comparison between it and other engine plows. We sold four of these plows last spring. Ask any one who has one of them. They will tell you that they wouldn't take a hand lift plow as a gift if they had to use it."

An Avery Contract is worth hustling to get, as these dealers found out after investigating. There's not a great deal of territory left. Right now's the time to apply for your territory if it's still open. Address

AVERY COMPANY, PEORIA, ILL., U.S.A.

Western Canadian
Representatives—

HAUG BROTHERS & NELLERMÖE CO., LIMITED

WINNIPEG AND REGINA

Investigating the Tractor

By E. R. Wiggins

The consideration of the tractor best adapted for use in his locality is the point too often evaded by the retail dealer, and it is of the utmost importance that he should handle a tractor that is adapted for his locality. In a recent issue of the Nebraska Blue Print, a magazine published by the University of Nebraska, the engineer whose name we give above makes some interesting comments on the modern farm tractor. In considering the different uses to which the tractor may be put he says:

"One important point in adjusting the tractor to farm use is the size of the farms. This problem is not so serious on the large farm as on the medium sized farm, say of 160 acres. On the large farm a large tractor may be used so that it can be kept busy all the time. On the small farm a large tractor could be used part of the time only. The problem, then, is, would a small tractor pay on a medium sized farm as well as a large tractor on a large farm? Would it pay to use the large tractor on several farms in a co-operative scheme? Co-operation in other industries than farming has been a great success. Would it pay to operate a single small tractor on a medium sized farm? The solution is for the engineer to investigate the actual performance of the tractor on the farm as to its economy and then determine the right sized engine for the given tract of land.

"We have also to consider the topography of the land. If the country is comparatively hilly, what sized engine is necessary to pull the loads and to have the highest efficiency? An engine can pull a certain load upon the level that it could never handle on a grade. If the soil locally is wet, stony, tough or sandy, these separate conditions must be taken into consideration.

"We have also to consider the uses to which the tractor will be put.

"It is now used for plowing, seeding, harrowing, harvesting and hauling, as a tractor, but is also used as a prime mover for various machines, such as threshers and silo fillers. As to its possibilities for other work on the farm, such as cultivating corn or hauling fertilizer, there is much room for investigation. The hauling of produce on the farm or to market is something that

should be looked into to ascertain its economy. By means of the tractor an immense amount of material may be hauled at one pull. The problem for the engineer is to devise a suitable car or truck to be pulled by the tractor that will be handy for loading and unloading.

"In irrigation there is also great scope for the tractor. A large tractor is admirably adapted for deep plowing for ditches, and should heavy ditching machinery be used the tractor has sufficient draw-bar pull to handle it. In road-making, a vast future confronts the tractor, and it is well adapted for the haulage of all kinds of road-making machinery. The contractor of the future should find a great adjunct in the adoption of the tractor, and even today on the streets of our cities we find it pulling long trains of wagons. Too little is published with regard to the tractor. Consider the amount of literature that we have today on the automobile.

"We have not sufficiently studied the losses that occur between the horse power developed in the cylinder and that exerted on the draw-bar. The loss in power in the transmission systems has only been partially investigated. Beyond gasoline or kerosene little attention has been paid to the possibility of other types of economical fuel. The problem of suitable drive wheels is one that will require great analysis. At the present time the manufacturers are doing all they can to improve the mechanism and to meet the demands that arise so far as the tractor is concerned, but it is essentially a study for the manufacturer, the engineer, the college student and the farmer.

"Let us investigate some of the needs within the gas tractor itself to meet the demands mentioned in our various possibilities. One of the first needs is a thorough scientific research of the actual performance under all conditions of service. Some work has been done along this line in competitive contests, such as are annually held in Winnipeg, in which much interesting data is obtained. But such tests are too short, since the time is too limited to bring out the proof for theoretical considerations. The engineers at the various factories are trying to make a careful study of efficiencies, but in the past they have been so busy getting out new

types and changing the old types of tractors that they have been unable to go very far into the performance of their individual engines."

Insurance.

Insurance is no unimportant matter in the retail implement business. Consider how many implement dealers have neglected this point in the past, and how many have lost heavily thereby. In a little town in Saskatchewan we have seen an implement and hardware company, a concern that carried on an excellent business, go up in smoke in one afternoon. Smouldering binder twine, charred wagon poles, embers that had once been crated buggies—if once such a devastation is seen it is never forgotten.

Argue as you may, the fact remains that in 90 per cent. of the towns that are dotted over Western Canada, the means of fighting fire are absolutely inadequate. You may try and safeguard yourself in your own premises, but can you prevent a high wind from starting a conflagration on your premises? The fire that we mentioned swept a lumber yard, damaged another implement business, also three general stores and an hotel.

And the policies for some of the insurance that this business carried had been allowed to lapse!

Often it has been the case that implement men have been put out of business entirely on account of neglecting their insurance. We must recollect that personal property is not real estate, the ground will not burn so easily as wagons, buggies, automobiles, plows, drills, etc.

The gasoline engine and the automobile may now be regarded as standard lines for implement dealers. In the trying out of an internal combustion engine gasoline must be used with the attendant risk. Also many dealers sell gasoline, kerosene and many different varieties of oils, many also handling paints and other highly inflammable commodities. With all these risk has to be taken. A saturated wooden floor, a lighted match—and insurance proves to be very necessary. Take out as much insurance as possible; join the Interprovincial Retail Implement Dealers Association and enjoy their system of insurance. In that Association insurance will be one of the principal themes in the future, and procrastination is a poor policy at any time. It does not matter in

the least whether the dealer personally represents an insurance company. He will find that by combining with this Western organization of implement dealers that he is in a body where union is strength and where a man has not to fight for his own hand.

Store Philosophy

Dennis Rogan says: "A cheerful outlook is a mighty foine thin' in anny business. Ye may go into wan store, an' ye see th' boss standin' at th' back dure, lookin' most as dejected as th' rear view of an elephant's pants. Ye approach him an' ye perceive thot he is fixin' a damp gaze on wan pile iv ashes, sivin tin cans, two mud puddles, wan entoirely dead cat, an' a bunch iv canceled checks. Ye fergit what ye come f'r, an' chase ye'r mimry around to a shop where th' boss is standin' at th' front dure inspectin' th' parade iv swate babies, nawtymubbles iv th' 1920 advance model, an' a foine sample line iv hosiery in action—an' whin ye git into thot store ye buy all ye came f'r, an' as much more as ye can git charged."

Good Will and the Auto

The good will of a customer is a most important factor in all modern business, and this is especially noticeable in the automobile business. The relation between the purchaser of the auto and the factory management is always close, and the advertising that really counts most, is that man-to-man word-of-mouth advertising which happens when a man is in a friendly frame of mind regarding a purchase made.

A basic rule of this business seems to be that good will cannot actually be bought. If good will is not obtained by the quality of the car, the methods by which it is marketed and the service rendered after its sale, there is no other means by which it can be obtained. The man who intends purchasing an automobile, will nine times out of ten be influenced more by the opinion of others regarding a certain type of car than by any argument or advertisement that the manufacturer can originate.

"Don't say that the X— car is any good," a man will say. "Why my brother bought one three years ago and his repair bills were fierce. He would not take another of these cars as a gift. He found that had he waited for a month or two he could have got

the same car more cheaply. Then the transmission gears went wrong, and though he wrote and wrote, the company only ignored his requests regarding it."

Such a speech is enough for the prospective buyer. The words of that man have more weight with them than a page advertisement costing \$800. The best sales campaign of the manufacturer avails nothing compared with this, because of the lack of good will between owner and maker.

But, again, when an owner says: "My car is giving me satisfaction, and the makers have been perfect in their treatment of me regarding any repairs; you can do no better than get one of their roadsters."

The advertising value of that man can scarcely be estimated. By this praise for his car he is clinching more sales for its makers than are many of their best salesmen. But the product and service rendered must be good, for without these, good will cannot exist.

Simplicity in Mechanisms

There is no feature in the average farm tool more essential than simplicity, and in all tool and machinery design the same holds true. The presence of useless or semi-useless parts on a machine means unnecessary expense and the probability of needless trouble through tear and wear, says the Weekly Implement Trade Journal.

The more intricate parts of a machine, the less real value it holds to the ordinary farmer. Of course, this does not mean that a machine made up of scores or even hundreds of necessary parts, cannot hold its sway as an important farming tool. For instance, the grain separator, the harvester, the gas tractor and other large machines have in their construction numerous but nevertheless required parts that are a mystery to the uninitiated. Yet each of those small pieces has its own role to play in the effective operation of the machine. It would be fallacy, however, to advocate the use of thirteen constructive parts where a dozen would perform efficient service.

And the man who through his genius is enabled to cause eleven or ten pieces to do this same labor, thus adding to the simplicity of the machine without impairing its capacity for service, is indeed worthy of commendation.

The cry for simplicity in building implements originates with the farmer, is carried by him

through dealer, jobber, and in turn to the manufacturer. The producer must heed the demands of the consumer or pay the penalty of unpopularity. So it is that many of the great manufacturing corporations have at work today huge corps of inventors, machinists and experts who confine their efforts solely to an endeavor to simplify tools and to render them more efficient and desirable. These workers are maintained at great expense, but they are the sensitive fingers which feel out improvements and mark the progress of farm machinery.

Simplicity of construction means the use of the fewest possible number of parts to permit of the most extensive, economical and effective operation of a machine. If, by the addition of a few

new parts, one tool may be so made to perform the labors that previously required the use of two implements, it is a long step toward simplification to make those additions.

Canadian Machinery Exports.

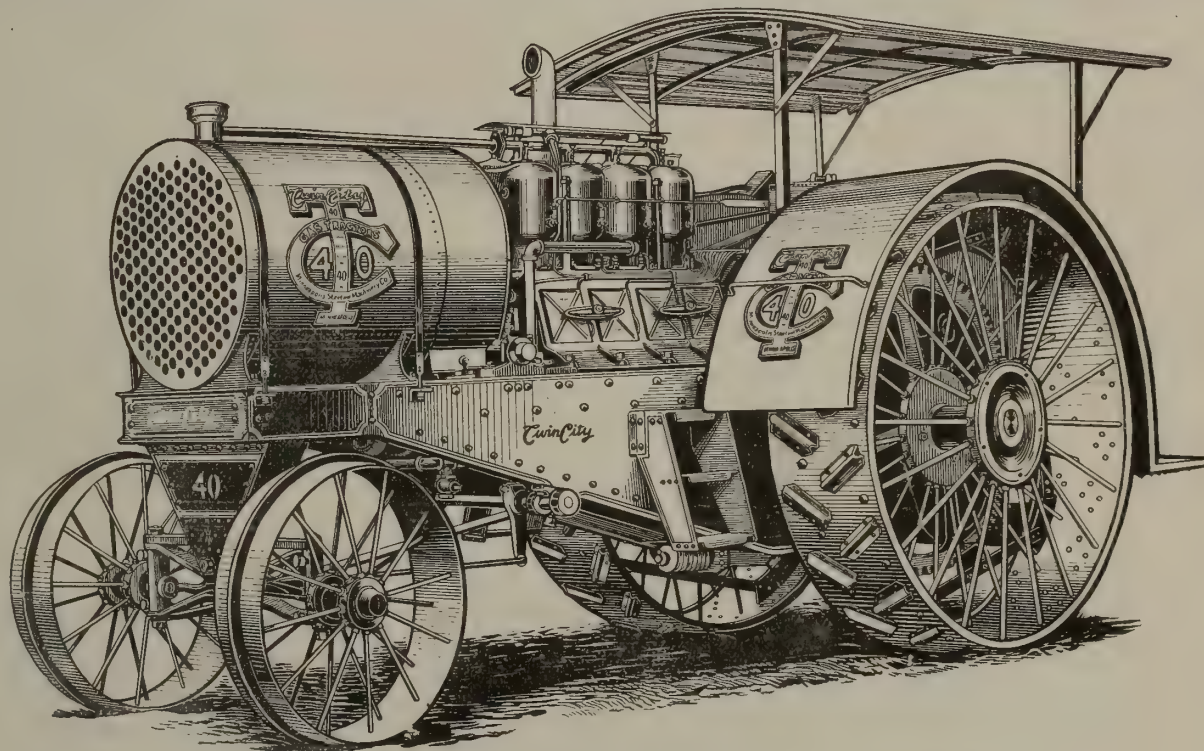
The United States is the largest foreign importer to Great Britain of all kinds of machinery and tools, with the exception of electrical machinery, which is chiefly procured from Germany. The question is, therefore, the ability of Canada to compete with the large factories across the line.

The total imports of machinery by Great Britain last year were approximately \$30,000,000, of which only \$500,000 worth came from British possessions.

During the last four years ed milk is almost indispensable. A of machinery (excluding agricultural) by 50 per cent., but very little of that increase is registered in her trade with Great Britain. On the other hand, even the purchase of agricultural implements by Canada were \$122,000 less last year than in the year 1908, although it must not be forgotten that the total imports of Great Britain during the same period show a decline of approximately \$974,655.

Germany is undoubtedly gaining a strong foothold in the market for agricultural machinery, as can be recognized when one considers that in 1908 the value of imported implements by Germany was \$30,850, while in 1911 it totalled \$98,610.

God hates a quitter!



The Twin City "40"

If you are open for a real dealer's proposition for a tractor that looks good—that is good—get the facts about the

Twin City Tractors

Built in Two Sizes

25 Tractive H.P.—40 Tractive H.P.

Let us show you the records that Twin City Tractors made in 1912. They tell of the success of scores of machines in the heaviest kind of work, in Canada, in the United States, in Mexico, Cuba and South America.

They have made good for their owners.
They have made profits for dealers.
They will make a reputation for you.

Write for Catalog and an Agency Proposition

MINNEAPOLIS STEEL & MACHINERY CO. OF CANADA LTD.
REGINA, SASK.

Fire Losses in Canada

When we consider that in the United States and Canada the annual fire loss amounts to \$250,000,000, and is costing every man woman and child in the country the sum of \$3.00 each yearly, the subject assumes a formidable aspect. The annual fire loss in Canada alone is over \$20,000,000, and few of us realize that the fire loss in the United States and Canada is fifty millions more than the out-put of gold.

In comparing America and Europe we find that Berlin, with a population of about 3,000,000 inhabitants, has an annual fire loss of \$250,000. Chicago, with about the same population, has an annual fire loss of about \$500,000. Montreal, with a population of about half a million, has the appalling fire loss of about \$1,000,000 a year, according to a special report by the chief of the Montreal Fire Department.

Regarding the comparison of different lands for loss of life through fire, we find that this is greater in Canada than in any other country in the world. During the last four years over one thousand persons in Canada have perished through fire, the total in 1911 reaching 317. The fault seems to be that in Canada we expend a great amount of money on modern means of fighting fire, but we do not give either the same money or the same attention to fire prevention.

In France, for instance, a man on whose premises a fire originates is responsible for the damage done, not only to the other tenants in the building, but for the damage done to the neighbors.

Carelessness or indifference is one of the prolific causes of fire, and, in instances, it is hardly other than morally, if not legally,

criminal. That certain fires are the result of criminal carelessness should be obvious without the saying. This fact was long ago recognized in European countries; and until such times as we make drastic laws covering it we shall never be able to stop the increase of fires. Present laws are absolutely inadequate to protect the community from reckless property owners and criminally careless individuals, who are indifferent to the appalling fire waste of the country so long as they are protected by fire insurance companies.

Logically, we should favor the enactment of laws by which every individual shall be held responsible for the loss of life and property caused by gross carelessness or negligence.

The general notion seems to be that when a man has an insurance policy on his property all responsibility for fire protection ceases, so far as he is concerned. If it burns, he is insured. What we need is the adoption here of the foreign idea, which has resulted in such an enormous saving of life and property. They hold every man responsible when he causes a fire, through gross neglect or carelessness.

We can hardly believe that there are many insurance companies that wish to carry on a business of over-insurance, just as we may be satisfied that there is no man of common sense and honesty who considers it necessary to carry insurance not justified by the extent of his business or the value of the property protected. Still, over-insurance, if it does exist, is usually the work of an agent of low principle whose only interest is in his commission.

In Canada there can be little

doubt that a great amount of the loss by fire is due to improper buildings. Stores, dwelling houses and offices are rushed up in a hurry and are made very attractive both in the interior and the exterior; yet they absolutely lack the most important safeguards against fire.

We find suites heated in cities by furnaces placed directly upon wooden floors, even in centers where such is against the city by-laws.

Again, we have to often admit that the so-called "fire proof" building is as amenable to the flames as is one of ordinary construction.

From the standpoint of the implement dealer insurance is necessary, but what is as necessary is that every effort be made to protect against fire. We have seen a large implement and hardware business go up in smoke in five hours, simply because some fool went into a cellar in which oils and gasoline were stored and there dropped a light. The firm should have seen that the floor was kept dry and not in a condition resembling a miniature lake. If the dealer handles oils, paints and inflammable material it is essential that every safe-guard is provided against the possibility of fire. Gasoline should always be stored in a buried tank, if possible, and the floors where paints and oils are stored should always be kept very dry and should be made of concrete. Lastly, do not use the waste paper basket for cigar ends!

Keeping the Windshield Clean

Many who use a wind shield on their cars find it a handy thing to have on a raw, windy day, for it cuts off the blast even if it does interfere with the speed of the car to a certain extent.

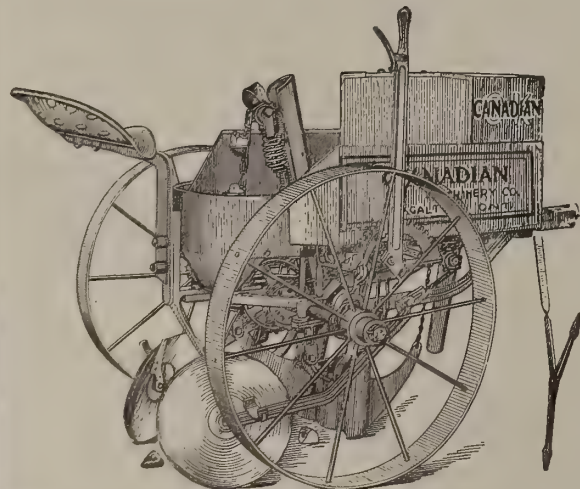
Few, however, are satisfied

with it during a rainstorm, for they can not see any distance ahead owing to the raindrops sticking all over the glass. Many inventors have devised schemes whereby this obstruction of a clear view of the road can be obviated, but as good a way as any is to wipe off the moisture and then rub the outside of the glass with a piece of cloth soaked in glycerine. The glass will at first appear dull, but as soon as it is rained upon it will become as clear as though it had been dried. If glycerine cannot be obtained, kerosene will be found a fair substitute, though when this has been rained on it will be found necessary to rub it over with the hand to make the drops of water run evenly all over.

A New Auto Tire

An auto mechanic in the States has recently invented a new type of automobile tire that has many good points to commend its popularity. This tire is practically indestructible and has no tendency to stick in mud of the most gluey composition. It resembles nothing so much as the underside of the tentacles of an octopus, as it has suction cups set all around the outer surface. Each cup has an air valve in the centre which gradually replaces the air forced into the cavity by compression against the earth or road surface. This makes the tire a pneumatic tire in everything except rubber, since the new tire is composed of steel throughout and it can be readily attached to any standard auto wheel. This idea seems to bid a long farewell to the prevalent punctures and blow-outs of the pneumatic tire.

Either a man grumbles because he is taxed or because he has nothing to be taxed.



O. K. CANADIAN Automatic Potato Planter No. 22

Requires only one man to operate. It opens the trench, drops the seed, covers it, and marks for the next row all in one operation.

INCREASE YOUR PROFITS

by O.K. Canadian Potato Machines. Every time you sell an O.K. Canadian Machine you add a satisfied customer to your list.

Cutters, Planters, Hillers, Sprayers, Diggers and Sorters.

— Write today for prices and terms —

Canadian Potato Machinery Co., Limited

Galt, Ontario

Western Agents: TUDHOPE-ANDERSON CO. Ltd., Winnipeg, Man.
Calgary Regina Saskatoon Lethbridge Edmonton Swift Current Brandon Yorkton

An Implement Banquet

At the commemorative dinner, given by H. W. Hutchinson to his friends in the implement trade of Winnipeg, on January 9th, 1913, there was a most comprehensive and enjoyable toast list. Many maintain that the members of the implement world can only talk in terms of hard cash or in the language that is restricted to pure and unadulterated business. This, however, is by no means the case, since, at the banquet aforementioned, it was proven beyond the shadow of a doubt that the members of the implement world could ably hold their own in any field of oratory as well as in the sphere of selling farm implements.

The toast list was as follows:

"The Binder that Binds Implement Men Together," proposed by C. H. Whitaker, of the Massey-Harris Co.

"A Certain Thing may have made Milwaukee famous, but a Plow put Western Canada on the Map," which was proposed by E. A. Mott, manager of the Cockshutt Plow Co.

M. J. Rodney, Winnipeg agent for the International Harvester

Co., had the pleasant duty of proposing a rythmical toast—

No banquet is perfect without the mention of the Scotch; in fact it is considered a necessary adjunct. We suspect that the name of the next toast-maker has a Celtic tendency, since it was that of R. J. Mackay, of the Canadian Moline Plow Co. His subject was one fraught with a double meaning: "If Alexander Mackenzie had not explored Western Canada, would there be any 'Scotch' (liquid or solid) in the Implement Business?"

A plaintive duet was embodied in the next toast, the participators being R. S. Cochrane and David Drehmer.

The motif of their melody was:

"The Gazelle is a beautiful animal, but the Deer(e) for mine."

F. D. Blakely, manager of "Canadian Farm Implements," was, by the inadvertance of fate, nominated for a Biblical but most fitting toast, that which ran: "Where two or three Implement men are gathered together there will I be also."

The toast master was E. W. Hamilton, of the Canadian Thresherman and Farmer, and his duties were most ably performed.

In the first toast:

"The Binder that Binds Implement men together,"

C. H. Whitaker of the Massey-Harris Co., made a happy speech in honor of the host of the evening. We produce, herewith, a few excerpts from this very clever eulogy:

"Mr. Chairman, Mr. Hutchinson and business associates:

I appreciate the privilege and the honor of having my name appear on this programme. I especially appreciate the honor for the reason that this function is intended to commemorate an anniversary in the business career of one who is an esteemed member of this association.

I am wondering what sort of binder I am intended to speak about. There are various kinds of binders. For instance, there is the Book Binder. There would seem to be no connection between the Book Binder and this function, or our Association, so I am forced to conclude that I am not intended to speak about the Book Binder.

Perhap it was intended that I should refer to the achievements

of the Massey-Harris binder. It might be, however, that notwithstanding how true my remarks upon this subject might be, my good friends, who are also in the harvester trade, would think me out of order.

I have been in the binder business for something over thirty years and this word "binder" keeps recurring to me. I think it would not require too great a stretch of imagination to apply the term "binder" to some of the men whom we are privileged to meet in our daily business.

The word "binder" means:

"To fasten to

To tie together

To oblige by kindness"

We now and again meet a business associate whose personality and business reputation leads us to feel that he is a man whom we could willingly fasten or tie our faith to. Almost invariably we find that this sort of man is the one, who, in his own business, as well as in connection with Association work, has the gift of tying things and men and organizations together.

We find too that one of the characteristics of such a man is that he is always ready to oblige by kindness, to lend a helping

1913

EXPERIENCE

CONCENTRATION

PERSEVERANCE

1913

In these three words lies the key to the success of the "Flour City" Tractors. The result of fourteen years' specialization, continually concentrating on improvements of mechanical design, has made the "Flour City" what it is today.

The 1913 "Flour City" surpasses all previous models in mechanical efficiency. It embodies all the desirable features that enter into the construction of a successful farm tractor. Its development has been guided by the requirements outlined by the progressive farmer along the most conservative lines. Its reputation is of the character that comes through actual work in the field. It stands for **QUALITY, EFFICIENCY and SERVICE.**

The "Flour City" is equipped with the four cylinder, vertical motor and high drive wheels, admitting of maximum power and minimum weight. It has been simplified in all details, is controlled by one lever, consequently is easy to handle. It is equipped with our own carbureting system for gasoline, kerosene or distillate, and was awarded the Gold Medal in all the above points in the various Winnipeg contests. It is built in three sizes—20, 30, and 40 h.p.

If interested, send for our dealer's proposition.

KINNARD-HAINES CO., 830 44th Ave. N., MINNEAPOLIS, Minn.

LOUR CITY TRACTORS

hand to those who may not be so fortunately situated as himself.

Such a man may be truly called A BINDER, in the fuller and broader sense of the term.

One of the essentials of such a man is that he always possesses a fully developed manhood. If the occasion arises he is ready, without hesitation, to sacrifice dividends, profits, in order that honor and right may be maintained.

He always possesses all of the sterling qualities. His daily walk and conduct are such as to create respect and confidence with those who are associated with him.

He possesses charity in the largest degree.

In his own business and in councils, where he is much sought after, his word and his actions carry weight.

He understands in large measure, what is meant in business and association work by "Co-operation."

He has no price.

Such a man as I have referred to is truly a binder in the broadest sense in which the term can be used.

This brings me to the point in my remarks. Listen! We have in our organization a man possessing all the attributes to which I have referred. A gentlemen who assisted in promoting this organi-

zation. One, who, during a long term of years, has acted in the capacity of a binder—from year to year with a changing membership, using every endeavour to bind together the new, incoming members, and in keeping welded together the interests which we all represent. One, who for thirty years, has successfully withstood the battle and the breezes of criticism. A pioneer member of our organization—our friend—our associate—our binder—our host—Mr. Hutchinson.

Mr. Chairman, and gentlemen, while I conclude will you join me in thought, in heart, in spirit in extending to our host the wish that he may be spared to go in and out amongst us for many years to come—that every blessing and every good thing possible may overtake him during the remainder of his business career, and that when the time is reached, and he is minded to lay aside the heavier responsibilities and cares of business for a well deserved rest, it is our earnest hope that the God of Israel may be his God, and the God of his succeeding race."

A Power Walking Plow.

A power-driven plow, behind which the operator walks, as with a horse-drawn plow, is a recent invention. The power plant consists of a two-cycle, 9 h.p. gasoline engine mounted between the

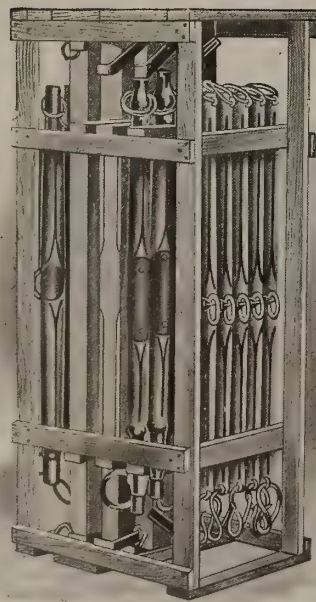
handles and geared to two spiked drive wheels. The downward pull of the plow cutting its way through the soil holds the drive wheels to the ground and the spikes prevent slipping. When the plow strikes a root, stump, or large rock, the spiked wheels slip and the machine can be thrown out of gear instantly. It is then easily raised above the obstruction by lifting on the handles, the engine is thrown into gear again, and the plowing proceeds.

The outfit may also be used for other purposes than plowing. A number of attachments are provided, including turning points for breaking land, a seeder for planting corn, cotton and other seed crops; disc harrows, weeders, listers, sweeps, and the like, for cultivating; a spraying attachment, including tank and pump, and a mower cutter bar and rake attachment. When not in use as a plow or cultivator, the engine may be used for driving stationary machinery.

Getting the Farmer's Engine Trade

To successfully approach the farmer with the gas engine proposition, the dealer has many things to consider. Each individual point must be figured out, and its why and wherefores thoroughly gone into. Obviously the first necessity of

the dealer is to consider the district, to consider the individual needs of his prospective customers: what type of engine would be most suitable for their requirements; and everyone of the jobs that they might utilise a gas engine for would have to be duly thought over. Having satisfied himself on these points, the dealer must then judiciously supply his district with literature regarding the type of engine that he hopes to put in their hands. It is distinctly up to the dealer to point out to the farmers in his district the manifold uses of the internal combustion engine, and when he knows what power they require for their work he should be in a position to supply that power in the shape of the engine most suited for the work in question. Preliminary to all this the dealer himself must become absolutely familiar with the engine he hopes to sell, and should have a sample of it in his store, and in perfect order so that he can be in a position to demonstrate its capacity and points to any interested party. If possible it is even more solid argument, from the dealer's standpoint, if he couples the engine up with some farm appliance that is designed for operation by his particular type of engine for such demonstrations appeal greatly to the farmer, interesting and at the same time



Our Line Means Quality, Service and Satisfaction

Six complete Hickory painted Wagon Sets in a strong crate. These are

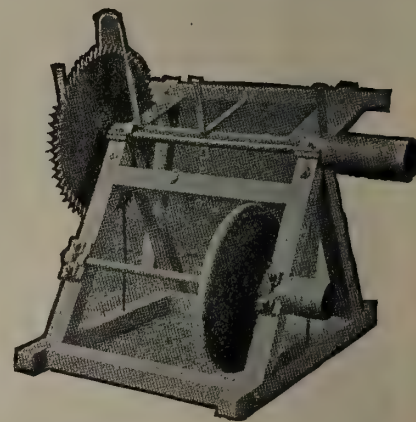
Heider Wagon Sets

Each complete set comprises:

One Doubletree, 2 x 4 x 48 long, with wrought plates, lockpin clevis clip and stay chain ring and wood riveted at each end. Two Singletrees, 2½ x 36, with welded centre clips with ring, malleable ferrules with steel hook. One Neckyoke, 2½ x 40 or 48, with centre irons and malleable ferrules with steel ring. Centre clips on Singletrees are put on hot.

Painted red and varnished. Crate fully protects the sets during transit. All orders for six sets shipped crated. Weight (complete), 225 lbs. We also supply 3, 4, 5 and 6 Heider eveners. Neckyokes, 40 inches or 48 inches.

WATSON'S Pole Saw Frames possess the greatest attraction for customers. Heavily built and rigidly braced they ensure smooth running, while the heavy steel drive shaft has no end play. **WATSON'S Cordwood Saw Frames** are ideal for heavy work and are fitted with a ratchet pulley.



Pulverizers
Boss Wood Harrows
Boss Steel Harrows
Channel Steel Harrows
Harrow Carts
Wheel Barrows

Warehouse Trucks
Wood and Pole Saws
Farm and Bush Sleighs
Feed Cutters
(seven styles)
Roller Crushers

Whiffletrees
Bevel Jacks
Grain Grinders
Root Pulpers
Heider Goods
Horse Powers

Light Delivery Sleighs
Lawn Goods
Push Carts
Barrel Carts
Turnip Seed Sowers

All Steel Whiffletrees. "Tiger" Grain Drills. Special 6-inch Plate Grinder.

Write for our proposition

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STS., WINNIPEG

convincing him. If the enquirer becomes a purchaser, and this will undoubtedly hinge on his first impression about the engine—the fact that he has purchased one of your engines suggests a similar course to the other farmers who come along later on. To such the dealer can say "Your neighbor just purchased one of these engines a few weeks ago and it is giving him good service." Assuredly at his first opportunity that farmer will see the engine of his neighbor and will question him about its satisfactory use. Therefore the first customer becomes a silent selling agent for you, so it behoves all dealers to guard tenderly the interests of the first of their engine customers. Take later enquirers and show them how the engines work where they have been installed. Show

them in actual practice, explain their running points and economy in operation. After all has been told get at him on the old point of keeping the boys at home and not letting them drift away to the alluring cities. The boys have a natural liking for machinery—what boy has not, also a natural dislike to all hard, back-breaking tasks. Point out how it saves the cost of hired help, and even though he will pay the best wages the farmer of Western Canada cannot always find the help—yet the gas engine proves a great factor in helping him out. Regardless of his present views, almost every farmer is a future owner of a gas engine—and at no distant date of more than one to meet his growing requirements. The dealer who gets the pick and cream of the trade in his

district is the man who is going to find the selling of the gas engine a paying proposition. Get on the inside track at the start, instil the idea among your customers and if you can, get the exclusive sale of a particular type of engine for your district

Credit.

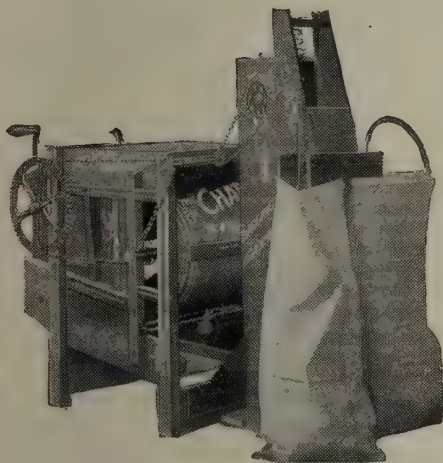
Credit is based, to a large extent, on confidence, and when something occurs to lessen confidence in a dealer, his credit glimmers very low.

Credit is also based on character and honesty. There was never a time in all the history of the world where character stood for more than it does today. We are all looking for the men who will give us a square deal, who will do what is right under all

circumstances. The Golden Rule is more often quoted than it has ever been, and the dealer who gains a reputation for being always on the square, both to his customers and to his creditors and to his fellow men, has gone a long way towards establishing a basis for credit, and squareness only means honesty—yet today there are too few of us based upon this right angle principle. From the standpoint of applied mechanics a circular bar can stand more pressure than a square bar, but this does not apply to character. The evasive, the "round" man lacks the correct configuration of character to stand extreme pressure, but the square deal man stands up and bears it. Honest, stolid, leaved-eyed; all his teeth are in their sockets, he is a square man and, for this—in two senses—should credit be given him.

Buggies, Mills, Scales, Picklers

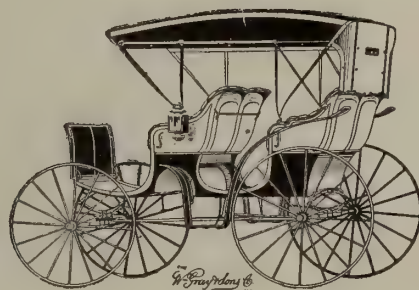
The GRAY-CAMPBELL is the Line that SELLS and gives SATISFACTION



New Chain Drive Mill

The GRAY-CAMPBELL Mills are the Mills that make good. Made in three sizes for hand or power drive.

Scales mean accuracy, and the GRAY-CAMPBELL Truck and Pitless Scales are tested, inspected and guaranteed absolutely reliable.



No. 510 Steel-Seat Surrey

Our Vehicles are the last word in strength, symmetry and finish.



Our Complete Kitchen Cabinet

A satisfied woman is the best advertisement we know. Sell one of our complete kitchen cabinets and you sell a dozen.

We may not be represented in your district. If not, write for our proposition to dealers.



Perfect Immersion Pickler

The season for treating seed grain will soon be here. You can place our Immersion Picklers every time. Do you handle the CHATHAM Screw Pickler? Strongly built, it has great capacity—none better.

GRAY-CAMPBELL LIMITED

WINNIPEG, Man.

MOOSE JAW, Sask.

Duty and Ditching Machinery

Some years ago a firm making traction ditching machines was approached with a view to their manufacturing these machines in Canada. They, however, gave the ultimatum that the number of ditchers wanted in Canada did not justify the erection of a factory for the manufacture of that specialty. The Canadian Manufacturers Association, who had several times discussed this point, practically came to the same conclusion.

The duty on these ditchers is at present 27½ per cent, amounting to \$500 to \$750 on a machine, dependent upon its size and trenching capacity.

When it seemed that, for the present and some considerable time to come, we were unlikely to have ditchers manufactured in Canada, an effort was begun to have the duty on these machines removed.

At a later date a memorial entitled "Statement re Duty on Ditching Machines" was prepared and was sent to the Ministers of Customs, Agriculture and Finance at Ottawa, while the Canadian Manufacturers Association, again took up the question. In October, 1912, several farmers' organizations passed resolutions asking that the duty on these machines be removed. The Canadian Manufacturers Association, after de-

bate, considered that they would recommend the removal of the duty.

Some excerpts from the statement re the duty on ditching machines are not without interest. The statement says:

"It has been demonstrated that wet lands, when underdrained, produce annually increased crops to the value of \$20 to \$40 per acre; that in many ordinary farm lands valued at from \$10 to \$20 per acre drainage will give crop increases; that according to the carefully compiled reports the average increase due to underdrainage is a shade over \$20 per acre; that in "Old" Ontario alone some 4,000,000 acres of ordinary lands are in urgent need of underdrainage; also that there are today in the same province no less than 5,000,000 acres of sloughs, swamp, marsh, and waste lands, now comparatively useless, but most of which may be reclaimed by underdrainage. If, then, a conservative estimate allows that 3,000,000 acres may be so reclaimed, which, if retained, would add \$60,000,000 to the earnings of the farmers of the Province of Ontario, this, added to the increased crops from the drainage of lands now under tillage, would mean a total increase exceeding \$100,000,000 per year. This vast increase would

materially benefit all classes of citizens in the Province."

What such underdrainage will do for the Province of Ontario it will also do, to a lesser or greater extent, for all the other provinces.

To secure underdrainage two and only two requisites are necessary, tile and labor on the farm. Tiles are being manufactured in Ontario at a rate that has increased from 15,000,000 in 1905 to 35,000,000 in 1910. Clay from which tiles are made is found in nearly every township, but certainly in every county. This manufacture of tiles employs considerable labor—there are 213 tile yards in Ontario alone. Tile or tile machinery would not be purchased unless labor could be secured for the making of the necessary trenches in which the tiles are to be placed by the farmer. The digging of these trenches is very arduous labor, and has to be undertaken just at that time of the year when farm labor, in Canada, is most in demand for regular farm work of a less arduous description. The traction ditcher obviates this trouble. A couple of men with one ditcher, neither of whom has unusually hard work, can dig as many trenches in one day as twenty men by hand.

No traction ditchers are manufactured in Canada. Owing to the fact that these machines can do an enormous amount of work, the total number of ditchers required will not for a long time to come be such as would warrant the commencement of their manufacture in Canada.

It is admitted in Europe that the underdrainage of land has a marked effect upon the health of human beings—an especially beneficial effect upon that dread disease, consumption. It is therefore of material importance that everything that may be possible should be done to encourage underdrainage, and to this end the free importation of traction trenching machinery would be of the greatest importance.

Rumely Co. Increase Stock.

At a special meeting held recently the stockholders of the M. Rumely Company, of La Porte, Ind., authorized by a unanimous vote an increase of the common stock from \$12,000,000 to \$22,000,000. This, added to the \$10,000,000 of preferred stock, makes the total capitalization of the Company \$32,000,000. Stockholders present represented more than 90 per cent of the common stock, and, largely on account of the

rapid growth of the business of the Company, their vote for an increase of capitalization was unanimous. Reports submitted to the meeting, it is stated, showed that the total sales during the year of 1911 had been \$10,560,000, and that during 1912 the business exceeded \$17,000,000 in value.

Moline Plow Co. Reorganize.

It has been necessary, owing to their taking over the Adriance, Platt & Co., plant at Poughkeepsie, N.Y., that the Moline Plow Company had to be reorganized to a considerable extent. The officers will be; President, G. A. Stevens; vice-president, C. R. Stevens; treasurer, C. A. Bannister; secretary and general manager, G. H. Carver. These gentlemen, along with A. C. Barber, comprise the board of directors. Mr. Barber has general charge of the selling end of the business, and the trade will find him a very forcible man intimately acquainted with the implement business. It is reported from Moline that H. J. Edwards will remain as sales manager at the Poughkeepsie plant. The record of the Moline Plow Company is well known, and their record in Western Canada has been one of steady progress. The retail implement dealer has a loyal friend in the Canadian Moline Plow Company.

Power from the Sun.

Sun heat has been successfully used to raise steam in an engine in Egypt. Reports state that a test run has been completed with excellent results. The sun power plant and engine are the invention of Frank Schuman. The heating apparatus consists of 572 boxes of sheet iron, each three feet square, framed in stout wood, and covered with two sheets of glass, separated by an air space of an inch. All these are mounted on trestles, facing due south, with a surface of 5,000 square feet exposed to the sun's rays. Further heat from the same source is concentrated on the boxes by six foot mirrors, and a temperature of 450 degrees Fahrenheit, more than double boiling point, can be obtained in this way. The sun power engine is adapted for use in tropical climates, where the cost of fuel exceeds \$25.00 a ton.

It's easier for love to find the way than it is for it to pay the way.



"It's the mechanical wonder of the age!" You can't buy the Ford mechanical features in any other car—at any price. That's one reason why you must get yours now if you want to drive "the mechanical wonder of the age" this season.

"Everybody is driving a Ford"—more than 200,000 in service. New prices—runabout \$675—touring car \$750—town car \$1000—with all equipment, f.o.b. Walkerville, Ont. Get particulars from Ford Motor Company of Canada, Limited, Walkerville, Ont., Canada.



A MACHINE OF VITAL IMPORTANCE TO THE WEST!

Farmers and threshermen who have used a Stewart Sheaf Loader tell us that we have solved the problem that faces the West each year. They state that it saves them time, money and grain, that it speeds up threshing and does away with a lot of expensive help, loading the stook waggons quicker than ever before, although requiring less teams and no pitchers at all. Men who have used a

STEWART SHEAF LOADER

for two seasons already, are strong in praise of its durability. It is thus proven that the machine is a big money-saver, a lasting investment to the individual user and a boon to the West at large.

We are advertising the Stewart Sheaf Loader all over Western Canada, creating enquiries that are easily turned into sales. Some of our agents made large sums during the past season.

Further information and booklet on request.

Stewart Sheaf Loader Company, Limited

804 Trust and Loan Building :: Winnipeg, Man.

Now Is The Time



for every live dealer to awaken to the fact that spring is passing and summer will be on us with its electric storms. The

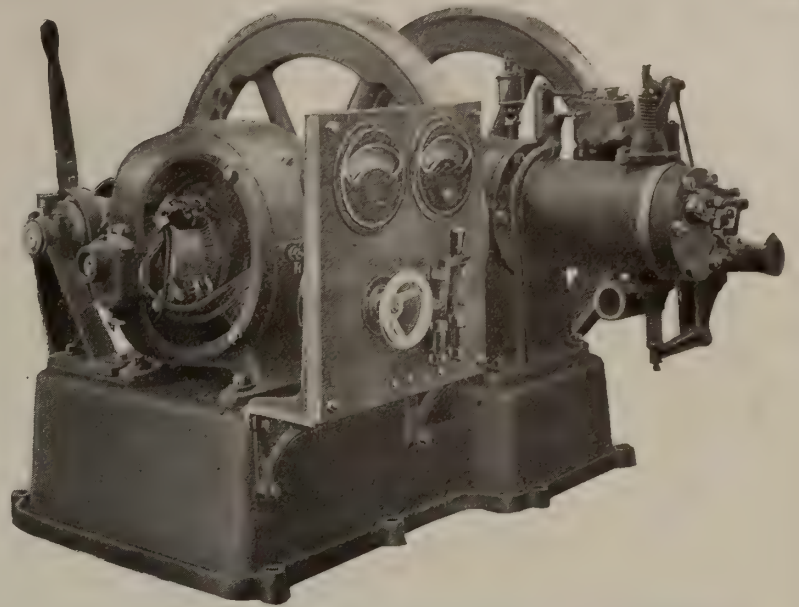
TOWNSLEY LIGHTNING ARRESTER SYSTEM

is a money-maker for the dealer handling it. We all know the awesome effect of lightning, in that alone the Townsley System appeals to every sane individual. It means protection for the purchaser and profit for the dealer.

Are we represented in your district?
— If not, write for our Terms and Contract —

**Canadian Lightning Arrester
and Electric Co., Ltd.**

199 Main Street O. W. TOWNSLEY, Manager. Winnipeg



RUMELY-FALK KEROSENE ENGINE DIRECT CONNECTED TO GENERATOR

The Engine Problem Solved

You need a line of engines that will meet any demand—a line that will satisfy users and make money for you.

Rumely-Falk Kerosene Engines

settle the engine problem for you and the user, too—they have proved out—they are high class and reliable, fit for all work.

They burn kerosene and distillate, the cheapest fuels known. When you sell Rumely-Falk Kerosene Engines, you sell more energy for less money than any other engine on the market—they're the kind of engines you oil, start and leave—they need no attendant.

Show these engines and you'll make sales—they look almost as good as they are. Our offer to you on the Rumely-Falk is liberal—write for it, and our dealers' Ad Book.



RUMELY PRODUCTS CO.

(Incorporated)

Power-Farming Machinery

Toronto, Winnipeg, Brandon, Regina, Saskatoon,
Yorkton, Estevan, Calgary, Edmonton, Vancouver. 521

The Effect of the Panama Canal

Throughout the decades since the United States was first recognized as a place of refuge for the people of all lands; a place of political freedom and economic opportunity, the tide of immigration has been from East to West. The cheaper ocean transportation to the Atlantic seaboard, and the higher cost of rail transportation toward the West, has operated to congest population in the Eastern states. With the opening of the Panama Canal will be inaugurated a new tide of immigration, flowing from West to East, the pilgrims from other lands disembarking on the Pacific Coast and wending their ways Eastward, finally meeting the tide of humanity flowing from the East. Entirely new conditions will be

established—a re-adjustment along all lines accomplished, as a result of the operation of the canal.

The congestion of population in the Eastern states has tended to concentrate to a marked extent manufacturing enterprises in these states. Following the opening of the canal there should come to the Pacific Coast similar development of manufactures, induced by the incoming population from the old world. As this tide strikes the Western shores and dissolves Eastward, it should develop a great field and a great market for all kinds of manufactured articles, the demand thereby created having all the variety and stability of the markets naturally tributary to the great manufacturing centers of the East. A peculiar feature of this forthcoming development is that in a large sense it will not be competitive with Eastern manufactures, but will grow as the increasing population creates its own demand upon the manufacturing enterprises of the Western states.

Another factor tending to leave undisturbed the trade territory of



A. F. Bond, Beaver Co., Okla., hauling Broom Corn to market with a Reeves "40"

Eastern manufacturers by the developing of manufactures on the Pacific Coast is the certainty that the opening of the canal will mark the beginning of large trade between the ports of the Pacific Coast and South American and Latin-American countries.

All over the world men of vision have recognized that with the opening of the Panama Canal will come to the waiting land of the Western slopes the man with the tools of tillage, the man with the new idea, the man with money, and that a period of development probably unrivaled in the history of nations will begin. Men highly trained in all lines of industry, seeking opportunity for investment of money or brain and economic independence, will invade the West to participate in this new era of development, and the West, recognizing her need of such men, will extend hearty welcome.

The great exposition to be held at San Diego, Cal., every day of the year 1915, celebrating the formal opening of the canal, is to be unique in that its great purpose is to reveal to these men, and all

others whatever their avocation, not only the needs of the vast undeveloped portions of Western America and of the foreign nations participating, but more the processes and methods of production and manufacture.

The great central thought of the San Diego Exposition is to teach the "how" of production. To accomplish this there will be gathered and shown the most comprehensive display of processes, including those of manufacture, ever assembled. This is emphasized by the limiting of exhibition buildings to fifteen, exclusive of state and foreign buildings. One great purpose of the exposition will be to teach practical men practical ways of doing practical things, and in the manufacturers, building will be shown the widest array of processes of manufacture possible.

These exhibitions of processes will cover virtually every field in which manufacturers engage, and while they will show the most modern methods employed, the progress of man in the development of these processes will be shown also in exhibits of the earlier methods employed, from the simplest and crudest that marked the beginning of these industrial lines to the most modern and advanced systems used.

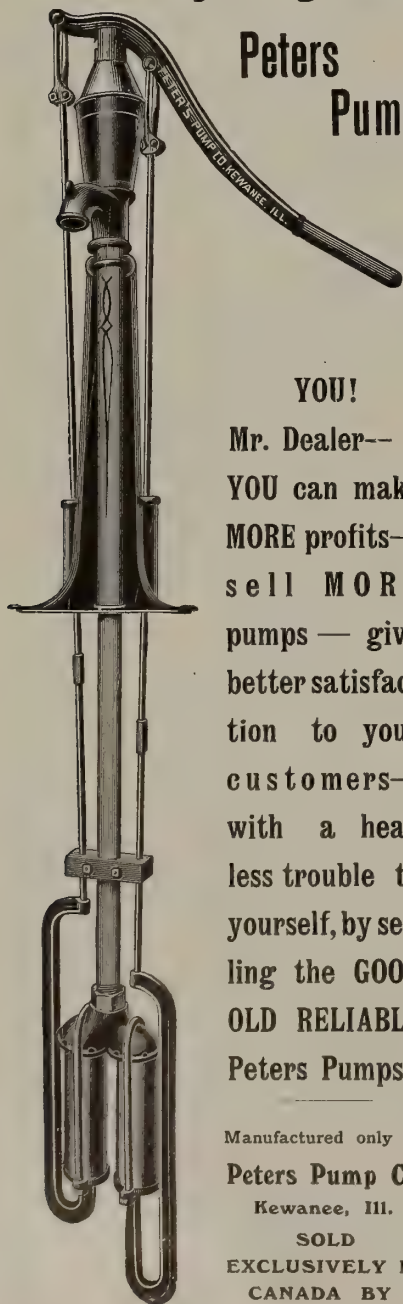
Genius.

Genius is infinite painstaking; continued hard work. Genius is a power that no art can teach. It is the reward of industry and energy. Talents do just what we can; but genius does what we must. The strongest character of genius is the power of lighting its own fire. If you would be a genius, first be a consistent and persistent worker.

Of all God's gifts to man the most divine is love.

The Only Original

Peters Pump



YOU!
Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

BEST SELLING SPECIALTY

Offered the Trade

LLOYD'S Handy Low-Down Suspension Spring Wagon Seat



The Lightest, Handiest, Cheapest, and Most Durable Seat on the Market. Affords protection from cold winds

Implement Dealers will find this specialty a profitable side line. It appeals strongly to the farmer on account of its comfort. It is an easy seller and makes a wagon ride easier than a buggy.

For further information write the

Wawanesa Wagon Seat Co.
WAWANESA, MAN.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,
WINNIPEG, MANITOBA.

Winnipeg Motor Contests in 1913

The directors of the Canadian Industrial Exhibition Association have decided to hold their exhibition this year from July 8th to 16th. They thoroughly appreciate the expense that the yearly Agricultural Competition entails upon those taking part in it, yet they feel that increased business will be secured by the manufacturers, since full reports of last year's contest appeared in 335 trade journals outside Canada.

It has been demonstrated by these competitions that mechanical horse-power is superior to and cheaper than ordinary horse-power. In considering these competitions it evolves that, taking into consideration the advance in the value of traction engines imported during the past few years, we find a considerable rise in value.

In 1907—the year before these contests in Winnipeg were started—Canada imported 533 traction engines valued at \$588,234. In 1908, the year of the first contest, we imported 698 valued at \$1,034,-

172, and in 1912 this had grown to 3831 with a monetary value of \$6,043,723.

It has been arranged by the officials of the Exhibition Association that the same ground will be used for the plowing competition this year as was used in 1910. Since the plowing of that year no further work has been done on this ground.

We append some of the particulars regarding the 1913 motor contest for large field motors.

Division I

Internal Combustion Motors

- (a) Gasoline Traction Engines—whose piston displacement is 300 cubic feet per minute and under.
- (b) Gasoline Traction Engines—whose piston displacement is over 300 and under 500 cubic feet per minute.
- (c) Gasoline Traction Engines—whose piston displacement is 500 cubic feet per minute and over.

Division II

Internal Combustion Motors.

- (a) Kerosene Traction Engines—having a piston displacement of and less than 300 cubic feet per minute.
- (b) Kerosene Traction Engines—having a piston displacement over 300 cubic feet per minute, and not more than 500 cubic feet per minute.

- (c) Kerosene Traction Engines—having a piston displacement over 500 cubic feet per minute.

Division III

Steam Tractors.

- (a) Steam Traction Engines—whose piston area in square feet is 60 or under.
- (b) Steam Traction Engines—whose piston area in square feet is over 60 and under 100.
- (c) Steam Traction Engines—whose piston area in square feet is over 100.

Note.

- (1) Piston displacement to be area of piston in square feet times 700 which shall be considered the typical speed.
- (2) In compound engines the high pressure shall be used and 10 per cent added.

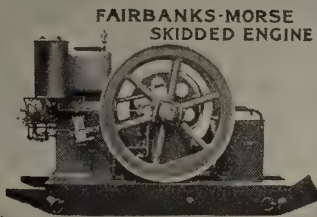
SCORE CARD

Brake Test (150).	Div. I & II	Div. III
Horse power hours per pound of fuel	130	120
Horse power hours per pound of water used	20	30
	150	150
Maximum Brake Test (50)		
Ratio of piston displacement to maximum load	50	50
Plowing Test (200).		
Draw-bar h.p. per pound of fuel	140	115
Draw-bar h.p. per pound of water	25	30
Area plowed per hour per economy brake horse power	25	25
Quality of plowing insofar as engine is responsible	10	10
Distance travelled without replenishing fuel	10	10

Distance travelled without replenishing water	10	200
	200	200
Design and Construction (100)		
Dia. of circle in wheel to turn in medium soft ground	5	5
Protection of working parts	15	15
Accessibility of working parts	15	15
Ease of manipulation	10	10
Lubricating oil used in cylinder and crank case per unit of power developed (economy brake)	5	5
Finish, proportion of working parts and durability of materials	20	20
Accessories	15	15
Speed range miles per hour and method of changing	15	15
	100	100

Prof. L. W. Chase, of the Nebraska State University, has been approached with a view to taking charge of the contest. As an authority on everything connected with the tractor he is an ideal man to be in charge.

We understand that it is the intention of the Exhibition Association to hold a competition for grain cleaning machinery, in order to prove their individual superiority in the cleaning and separating of the various kinds of field grain of the different contestants.



FAIRBANKS-MORSE SKIDDED ENGINE

Dealer Co-operation

In the Fairbanks-Morse organization, dealer co-operation is carried to the highest pitch. We aim to assist dealers in selling goods bought from us, fully realizing that no goods are really sold until they leave the dealer's hands.

We work to this end at all times, providing expert service, advice and information on anything in our line. When a dealer is working on a particularly difficult prospect, we are always ready to furnish a Class A salesman to help him clinch the sale.



FARMER'S TRUCK SCALE

FAIRBANKS-MORSE

Use the Help We Can Give

in any way that will benefit you, as often as you please. YOUR knowledge of local conditions and people, plus OUR extensive selling experience and mechanical skill will work well together in closing deals to our mutual advantage.

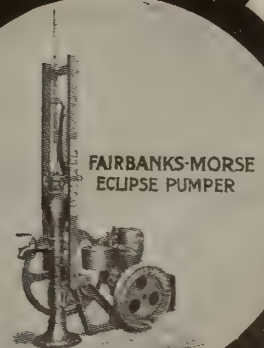
Whenever you feel the need of consulting us on some point at issue, mechanical, selling, service or any other, remember that from the machinist's helper up, our whole organization is at your disposal, all willing to pull together for better service to the man whose business we are after—Mr. Buyer.

The Canadian Fairbanks-Morse Co., Ltd.

WINNIPEG SASKATOON REGINA CALGARY
Montreal St. John Ottawa Toronto Vancouver Victoria



DOMINION PITLESS SCALE



FAIRBANKS-MORSE ECLIPSE PUMPER

Solidified Petrol.

Solidified petrol is coming into general use in South America. In this form petrol presents the appearance of hard transparent bricks, which can be easily transported. They do not deteriorate from exposure to cold, rain or other atmospheric influences. These petrol bricks begin to melt as soon as they are lit, but their slow, regular flame can be extinguished with a small rag. It is calculated that motors employing this form of fuel—and some have already been invented for this purpose—economise by 20 per cent on ordinary spirit, since there is no escape of unconsumed spirit. Automobile lamps are also being illuminated by petrol bricks. A Roman motor engineer has just constructed a carburettor, which is capable of working upon crude paraffin. He has succeeded in travelling a hundred miles in a 15 h.p. car, carrying three passengers at an expense of 75 cents for the paraffin consumed.

Could Do Better With the Plow

In his early days in the newspaper field a prominent southern editor was visited by a Georgia farmer, having his seventeen-year-old son in tow, and who, upon entering the office, said: "I came to git some information, Editor."

"I shall be glad to afford you what I can," was the polite response.

"Well," said the farmer, "this boy o' mine wants to go into the literary business, an' I thought you would know if there was any money in it. It's a good business, ain't it?"

"Well, yes," said the editor, after some little hesitation. "I've been in it myself for some years, and—"

Whereupon the farmer eyed him from head to foot, glanced around the poorly-furnished office, surveyed the editor once more, and then, turning to his son, said: "Come 'long home, Jim, and git back to your plowin'."—North-west Trade.

An "Ad" That Brought Results.

The other day a prominent advertising man of St. Louis was starting for his office when his wife informed him tearfully that the usual domestic tragedy had happened—the cook had given notice. She requested him to insert an ad in one of the dailies, which he promised to do.

Going down on the street car this ad-man scrawled the following on the back of an envelope:

HELP!

"We may live without poetry, music and art,
We may live without conscience and live without heart;
We may live without love, we may live without books,
But civilized man can not live without cooks."

I want a cook who can cook cookably for a fat man and his frau. Just plain cooking for plain folks—on male side of the house. No chef de cuisine I crave—just a cook. Mild and gentle disposition preferred. Out on the farm, close to Nature. Cuckoo of a place for a cook. Pay anything short of a Wall Street campaign contribution. Victrola in the kitchen; records of all classic operas. Picture shows accessible by automobile. Call up or see Mrs. —, etc. Come on ye cooks!

An ad is a success or not by its results. The lady had about a thousand applications — and — what is more to the point secured an excellent cook. Compare that ad with the usual stereotyped statement requiring the services of a culinary expert. It stands out, it is alone; it appealed to the souls of those who read—even to the soul of the great army of cooks!

A New Carburetor.

Ray Harroun, racing driver extraordinary, and fastidious motor car engineer of international fame, is the designer and manufacturer of a new carburetor which promises to add additional lustre to his name. While the company was only incorporated recently, Harroun has a trim plant in the Industrial Building, Indianapolis, that has already produced a number of the new carburetors.

This fixture was designed especially to meet the newer conditions which the motor car manufacturer is facing at the present time. This means more particularly the low grade fuels. While there has not been much change in the specific gravity of gasoline as a fuel there has been a blending of the higher and better grades with the lower grades, thus raising the boiling point and making the mixture much less volatile.

The Harroun carburetor does not incorporate a water jacket. Air, heated by contact with the exhaust manifold is carried through the air jacket around, and then, through the carburetor. This practically eliminates the cold weather troubles of the average carburetor and makes possible the production of a good atomised mixture with a very inferior grade of fuel.

There is but one adjustment, and that is an outside adjustment which is made from the dash by the operator. In fact, the operator is not called upon at any time to raise the hood. The device employs a single jet and the conventional air valve. The regulation of the jet or fuel opening is automatic.

Outside of these features its chief claim for distinction is based upon the thorough refinement of every detail of construction. The

carburetor is made with the care and finish of a fine watch.

In speaking of the equipment Mr. Harroun said: "The latter years of development in the motor car industry have been devoted to the finish of details and fineness of construction in practically every part of the car except the carburetor. It was my unsuccessful efforts to find a high grade carburetor designed especially for high grade cars and harmonious in construction with the car, that inspired me to design this carburetor."

"I find after a few weeks of operation that there is a decided field for this equipment. Our first contract with one of the largest manufacturers of high grade cars, naturally taxed our facilities. We are expanding rapidly however, and hope to be able to handle a large volume of business shortly."

Starting Engines In Cold Weather.

When a farmer comes to you in distress because he finds it difficult to start up his engine in cold weather, tell him to try the following: Keep the batteries in a warm room, cold affects their voltage. Put about two gallons of water on to heat while you are eating breakfast. Let it boil and then pour it into the water jacketing. This will soon heat up the frigidity of the cylinder. Warm the air pipe so that it will heat the air under suction. That should set her away. Also, if it is a "make and break" instead of a jump spark engine, when you let your engine suck in the vapor trip it several times and let it fire two or three times before you try to start it. This will warm up the cylinder. If these directions do not start the engine away, you have no longer an engine but an ice-berg!

Stewart Clipping Machines

Sell Fast During

February, March and April

They Yield a Good, Quick Profit

No horse clipping machine ever made sells so fast or gives such good satisfaction as this

Stewart No. 1 Ball Bearing Machine

Your jobber
has them

List for Canada, \$9.75

Write for free
advertising matter

Every machine sold under a positive guarantee that it must please your customer or money refunded, including transportation

Chicago Flexible Shaft Company,

237 Ontario St.

Chicago, Illinois





Is This True in Your Territory ?

A well-known Canadian dealer said the other day there were only two reasons why every Western Canadian farmer does not own a tractor: one of them is he may not have the money, the other, he has not yet decided which one to buy. If this is true in your territory you have a number of prospects for the sale of I H C tractors.

When a man is sold on a tractor it is an easy thing to get him to sign an order for an I H C tractor. You have only to show him the records of unusual things accomplished by these machines, or to introduce him to a few owners of I H C tractors to convince him he will make no mistake when he buys one.

I H C Oil Tractors

have power to do the work; they are economical of fuel; with proper care the maintenance cost is very low; few repairs are needed and are always at hand; the engine is simple and easy to understand. An I H C oil tractor generally lasts long enough to pay for itself twice over.

I H C oil tractors are made in all approved styles, and in 12, 15, 20, 25, 30, 45 and 60 H.P. sizes. They operate on low or high grade fuel oils. There is a tractor in the line suitable for any farm from 160 acres up to the largest. I H C oil and gas engines are made in 1 to 50 H.P. sizes for general farm use.

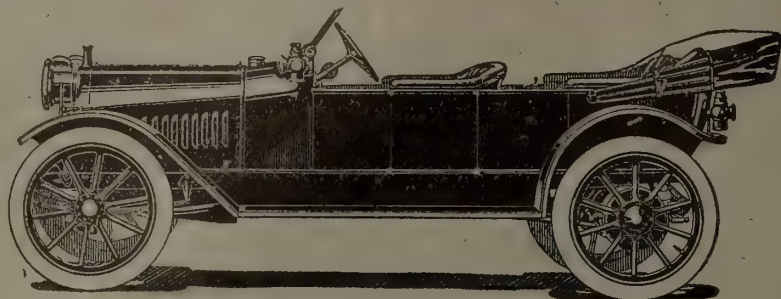
Our selling organization simplifies the business of closing tractor deals. Each sale of an I H C oil tractor brings a good profit.

Any further information you would like to have about I H C tractors will be cheerfully furnished if you will write the nearest branch house.

International Harvester Company of Canada, Ltd.

WESTERN CANADIAN BRANCH HOUSES

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.;
Winnipeg, Man.; Yorkton, Sask.



4-PASSENGER

\$1,225

Hupmobile

TOURING CAR

\$1,225

**You Can Buy an Automobile at a Low Price
Without Buying a Low Priced Automobile**

Get a new 1912 make, of which we carried over but a few and offer at low prices to make room for the newer models.

If you have decided to buy a car and find yourself limited as to price, don't, for goodness sake, become the unfortunate owner of a car that is just as cheap in itself as in price.

Now, it is infinitely preferable to own a good car of a 1912 model, than a poor car of this year's type.

In our garage we have a few of last year's cars, occupying space that we need for 1913 samples, some of which have not been used at all and others only for demonstrating purposes.

Don't think of these cars being offered at a low price as noticeably out-of-date. They are not, in fact, only a connoisseur could classify them.

It isn't often that you can pick up real bargains in automobiles, but we honestly believe that these cars offering today are just that. There are only a few of them left and they won't last long, so we advise an early call, or write informing us which of our cars you are most interested in, and we will mail you a descriptive catalog and price.

Joseph Maw & Company, Ltd.

King and Bannantyne

Winnipeg

Distributors: Hupmobile, Paige-Detroit, Chalmers, Peerless, Firestone Columbus
Both pleasure and commercial

INSURE

Your Buildings Against Fire

Your Live Stock Against Loss

Your Crops Against Hail

We handle all the above classes of insurance, and give the best possible service at the lowest possible cost. Every year brings a large increase in our business, proving that Western Canada endorses our system and methods. We write

FIRE INSURANCE

LIVE STOCK INSURANCE

HAIL INSURANCE

under policies devoid of vexatious conditions. Our splendid organization works to furnish clients with the best insurance service possible. Policy-holders stay with us year after year, in appreciation of our fair dealings and equitable rates.

Our system was originated with special attention to the needs and conditions of Western Canada. Write for any information desired.

We are introducing some new features in our policies this year that will please clients.



INSURANCE AGENCIES, LIMITED

GENERAL AGENTS:

Winnipeg, Man. Saskatoon, Sask.

Brandon, Man. Regina, Sask.

Edmonton, Alta. Calgary, Alta.

And over 1,200 Local Agents in the three Provinces

Handle a Medal-Winner!

When a tractor will enter the Winnipeg Trials and beat every entry in its class for design and construction, there's something to it. Our "IDEAL" took first place among five entries at last year's competition for design and construction, and carried off the silver medal in its class.

This tractor is going to be a winner for dealers this year. It will sustain in the field the reputation it won at the Motor Trials. It will give efficient service to the buyer, and incidentally reflect credit upon the seller.

Write us for our 1913 proposition to dealers. We can more than interest you.



WE MANUFACTURE

"IDEAL" Gasoline Tractors

Windmills and Pumps of every description

"IDEAL" Hopper Cooled Gasoline Engines

"Maple Leaf" Grain Grinders

Wood Sawing Outfits, etc., etc.

Goold, Shapley & Muir Company, Limited

Regina

Winnipeg

Calgary

CANADIAN FARM IMPLEMENTS

VOL. IX., No. 4.

WINNIPEG, CANADA, APRIL, 1913.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents



UNION BANK OF CANADA

Established 1865

HEAD OFFICE - WINNIPEG

Paid-up Capital.....\$ 5,000,000
Ret and Undivided Profits.....3,300,000
Total Assets, over.....69,000,000

Hon. President—HON JOHN SHARPLES

President—JOHN GALT

Vice-Presidents

WM. PRICE

R. T. RILEY

Directors

W. R. ALLAN

S. BARKER, M.P.

M. BULL

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E. E. A. DU VERNET, K.C.

G. H. BALFOUR, General Manager

H. B. SHAW, Assistant General Manager

F. W. S. CRISPO, Superintendent of Branches

London, Eng., Branch, 51, Threadneedle Street, E.C.

Head Office, Winnipeg

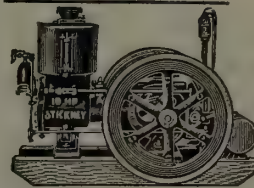
This Bank, having over 290 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg Branch: D. M. NEEVE, Manager; F. J. BOULTON, Assistant Manager.

Stickney Gasoline Engines ARE THE BEST

No. 95

Eventually



The Queen of Hearts,--a lass of parts
Declines to do a chore.

A Suffragette?--she is, you bet!

And vows she'll work no more!

The King of Hearts in haste departs

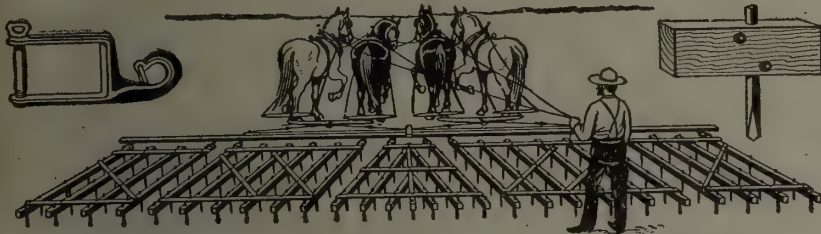
A STICKNEY for to buy--

"All kings who own a farm"--he pines,

"Must do this bye and bye."

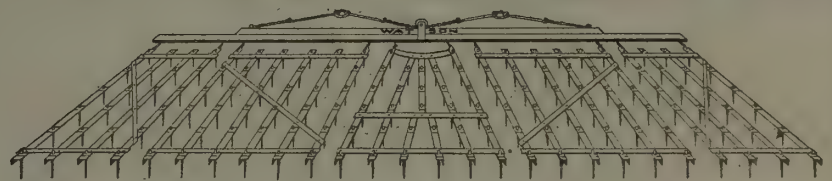
Ontario Wind Engine & Pump Co. Ltd.
TORONTO - WINNIPEG - CALGARY

WATSON'S are the Real "Boss" Harrows



WATSON'S BOSS WOOD HARROW

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design, possessing exclusive features that make them easy sellers.

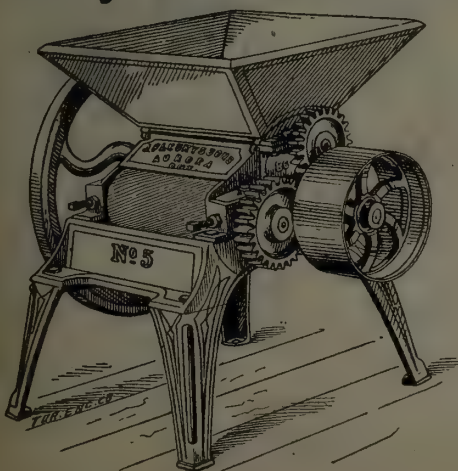


WATSON'S STEEL BOSS HARROW. Tooth bars are of angle steel, cross bars all channel steel. Teeth are held individually by steel wedges, are dagger shaped with the edges directly in line of draft. Are fitted with a pulley hitch eveners. Light draft--24 feet in width.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

Why Waste Expensive Feed?



If you have **FOUR OR MORE HORSES** you are losing--wasting--your grain if you do not crush it or roll it. A **Roller Crusher** may be run **BY 2 or 4** or **LARGE** Horse Power, Gas or Steam Engine, Windmill, Sweep or Tread Power. Will last **YEARS** without **ONE CENT** of expense. Can you **AFFORD TO BE WITHOUT** such a Machine? Ask any information--pleased to have you write us.

JOHN DEERE PLOW CO. Ltd.

Sole Agents

Winnipeg, Regina, Calgary,
Edmonton, Saskatoon

J. FLEURY'S SONS

Aurora, Ontario

Medals and Diplomas at World's
Fairs, Chicago and Paris.

FIRE

HAIL

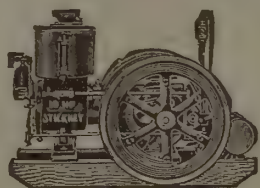
The Canada National Insurance Company

Authorized Capital - - - - \$500,000
(Full Government Deposit)

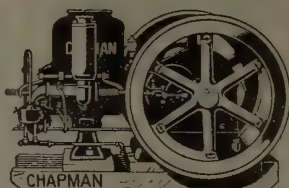
Head Office - - SASKATOON, Sask.

E. J. MEILICKE, Pres. Hon. W. C. SUTHERLAND, Vice-Pres.

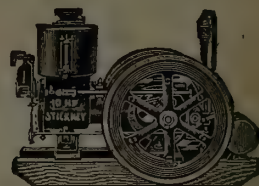
C. W. BOLTON, Managing-Director.



STICKNEY



CHAPMAN



STICKNEY

MERCHANTS: This is paragraph ten of our co-operative agreement: A summing of the entire contract.

CLAUSE TEN: The intent and purpose of the foregoing provisions are to be built up and maintain a large and profitable business on the Company's lines for both the merchant and the Company. The Company furnishes high-grade goods, and the capital for conducting the business; pays for and conducts an aggressive national advertising campaign, and also places at the merchant's disposal their skilled and successful advertising department, by advertising in the merchant's name in his own local paper; furnishes, when called upon, the services of an expert salesman; pays their share of the expenses, and does all the retail work in connection with such local advertising, which benefits the merchant's entire business by bringing him in closer touch with his customer and his competitor's customer.

IT WILL PAY YOU TO GET THE OTHER NINE.

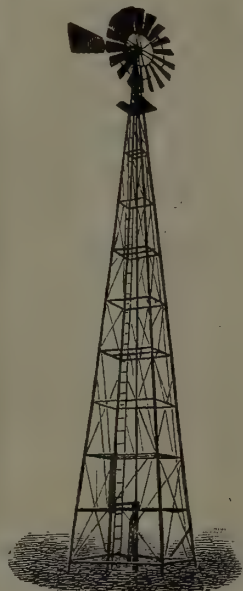
Ontario Wind Engine & Pump Co., Limited

WINNIPEG

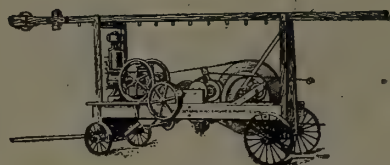
Calgary

Toronto

Montreal



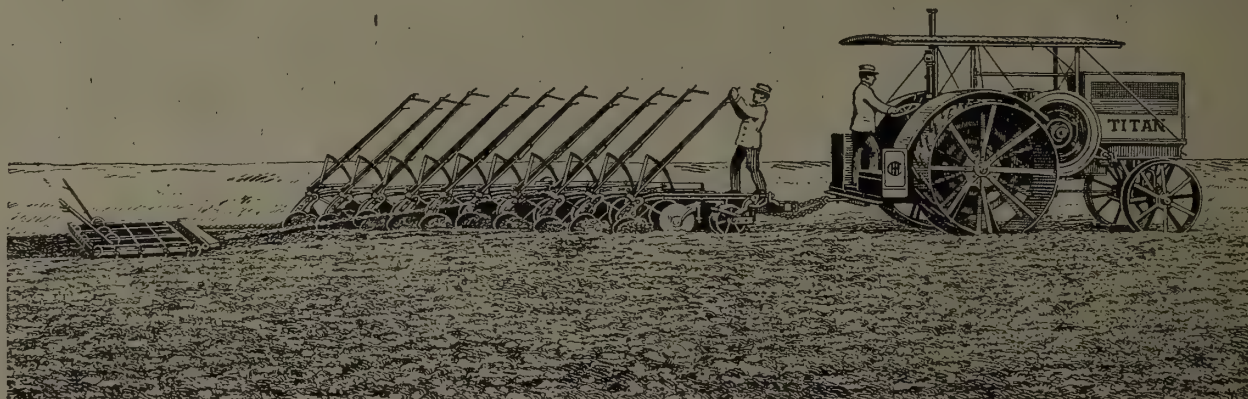
TORONTO



CHAPMAN WELL DRILL



TORONTO



Follow Up Our Work

Every Western Canadian farm paper is printing Oliver plow advertisements—all pulling prospects to the local agent. Whether you receive direct inquiries for Oliver plows or not—and we hope and expect that you will—the advertising is pulling for you because it presents good reasons for the purchase of Oliver plows.

Put yourself in a position to take advantage of our work. Follow it up with letters and advertising matter of your own. Let the people of your locality know that you can furnish them with the best plow made in any desired style. See the blockman or write the nearest branch house for detailed information about our plans for helping you sell Oliver plows.

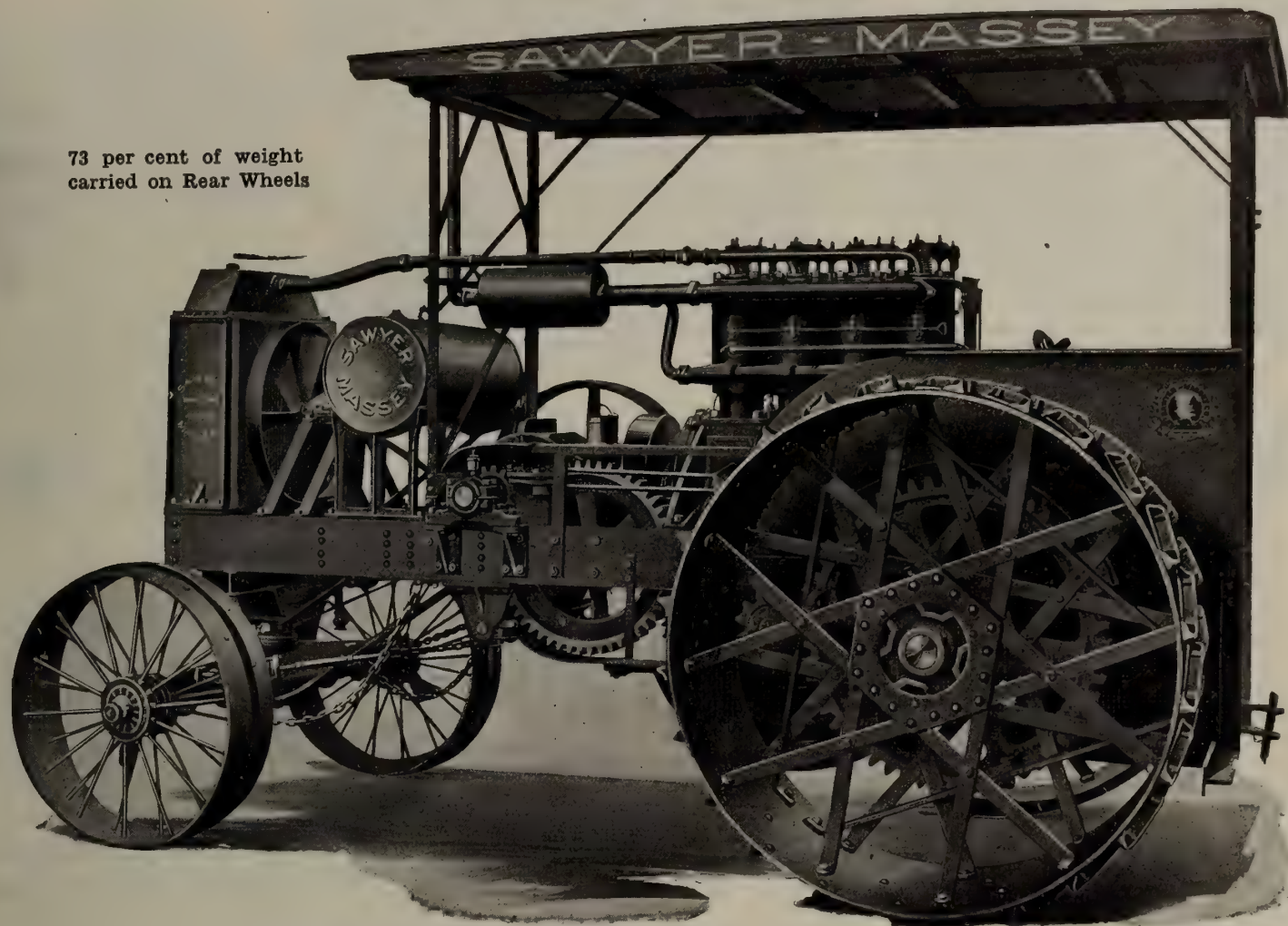
International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.;
Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

The Premier Company

The Premier Goods



73 per cent of weight
carried on Rear Wheels

Sawyer-Massey Gasoline Tractor—Left View

25-45 Horse Power

Best for Dealer Because Best for Owner

The **SAWYER-MASSEY Gas Tractor** excels in three essentials—Economy, Reliability and Power.

Simple construction and perfect co-ordination of parts insures economy of gas and oil, and a minimum cost of operation.

Correct design, the best of materials, skilled workmen and competent supervision insure absolute reliability.

Rated at 25 Horse Power, it developed over 52 Brake Horse Power. It has power to spare, and such power as is gained only by perfect construction throughout the whole mechanism.

The **SAWYER-MASSEY Gas Tractor** is backed by 77 years of successful manufacturing experience. **SAWYER-MASSEY** machinery has always been the standard for solid worth and honest service, and it still is.

WRITE FOR OUR 1913 CATALOGUE

Sawyer - Massey Company, Limited

Builders of Steam and Gasoline Traction Engines, Threshers, and Road Making Machinery

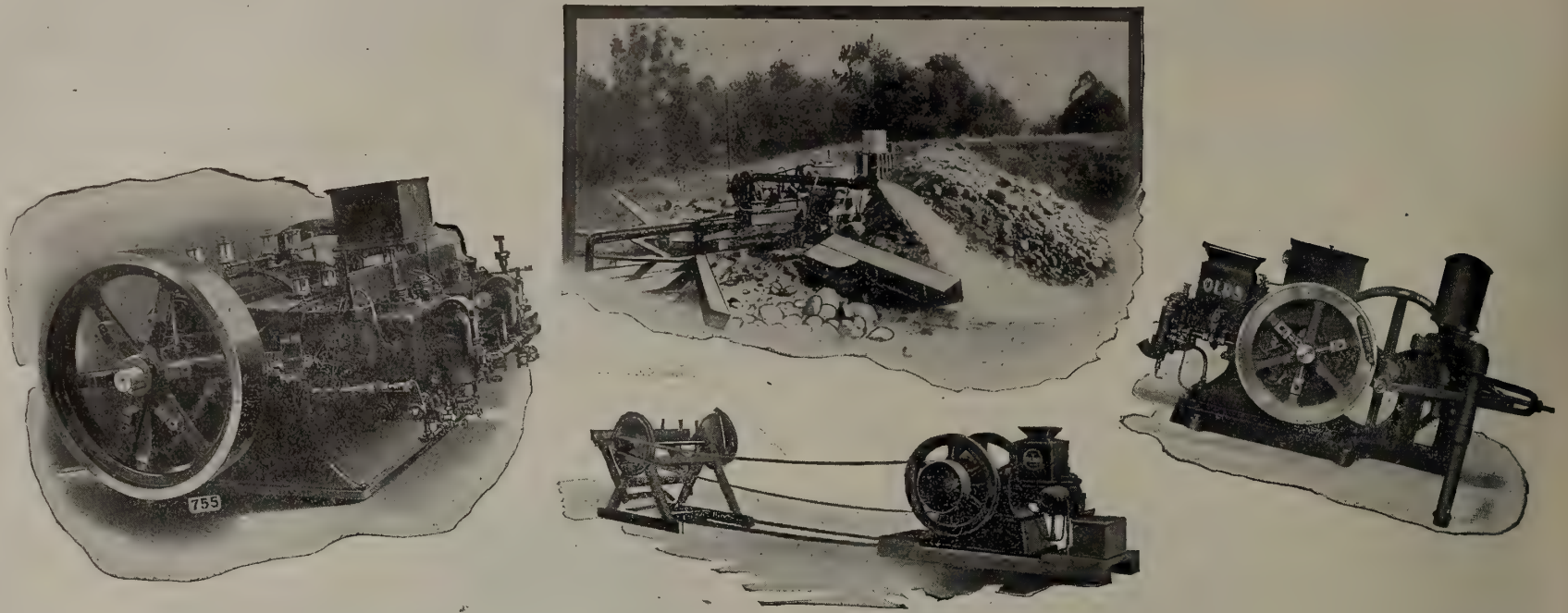
Head Office and Factory

Hamilton, Ontario, Can.

Branches and Warehouses:

WINNIPEG, Manitoba and REGINA, Saskatchewan

SAWYER~MASSEY



A Brand New Rumely Line

The Rumely-Olds Engine is made in sizes and types for every demand. 1 ½ to 15 H.P.

Cylinder head is part of cylinder. No leaking.

Positive lubrication system.

Governor regulated fuel to feed.

Smooth running under all loads.

Needs little attention. Runs itself.

Jump-spark ignition.

Portable, stationary or skid-mounted.

The handiest handy-man on the farm---it practically sells itself.

Send for Rumely-Olds Data-Book, No. 344.

On the first of April

The Rumely-Olds Engine

will be on sale in all parts of

Canada

No introduction to this splendid engine is necessary. Its achievements have given it an international reputation---35 years of satisfactory and reliable service has made Rumely-Olds Engines the farmer's standard.

Rumely-Olds is a many-job engine---handy everywhere on the farm. It furnishes cheap power for the whole line of Rumely labor-saving machinery.

The Rumely-Olds is the best advertised engine in the country. We will advertise it for you over your own name, and you have a great engine to back up the ads. You can't lose out by putting Rumely-Olds Engines in stock---write us at once and find out why.



RUMELY PRODUCTS CO.

(Incorporated)

POWER-FARMING MACHINERY

LA PORTE, INDIANA

Winnipeg
Yorkton

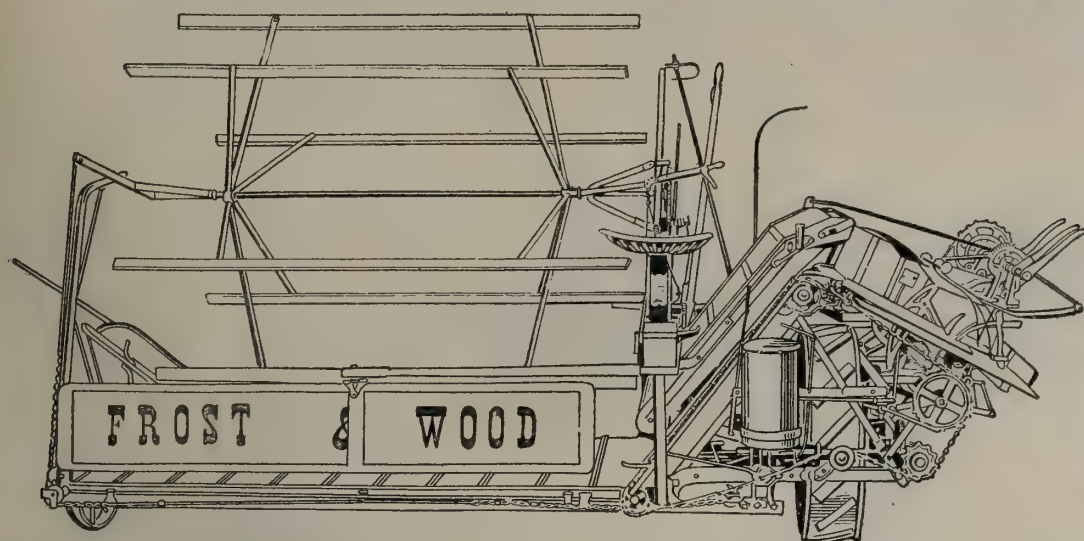
Toronto
Estevan

Brandon
Calgary

Regina
Edmonton

Saskatoon
Vancouver

The First Step Toward Larger Sales Is to Take an Agency for the



Frost & Wood Binder

The Frost and Wood Binder has been so extensively used for many years that its unequalled reputation for long service, reliability and light draft is established wherever binders are used. This reputation gives a great selling advantage to dealers who handle this binder. Besides there are two strong, exclusive features of the Frost and Wood that are potent selling arguments, and they are:

THE ECCENTRIC SPROCKET

The eccentric sprocket is an exclusive Frost and Wood feature, and the Frost and Wood binder is known all over Canada as "the binder with the eccentric sprocket." Fast, steady cutting and uniform draft result from the use of this long-stroke, short-stroke sprocket. There is no extra draft thrown on the horses when the bundle is being tied. The long spokes of the sprocket give great leverage, and consequently a great gain of power when it is most needed—when the bundle is being tied.

THE FORCE FEED ELEVATOR

The force feed elevator handles all quantities and conditions of grain with equal ease. It instantly and automatically adapts itself to any change in the amount of grain to be elevated. It has every advantage of a floating elevator without any of the complications or disadvantages. It has all the simplicity and durability of the rigid elevator, but at the same time it handles light or heavy grain equally well. The force feed increases the capacity of the binder by insuring a steady feed of grain to the packers.

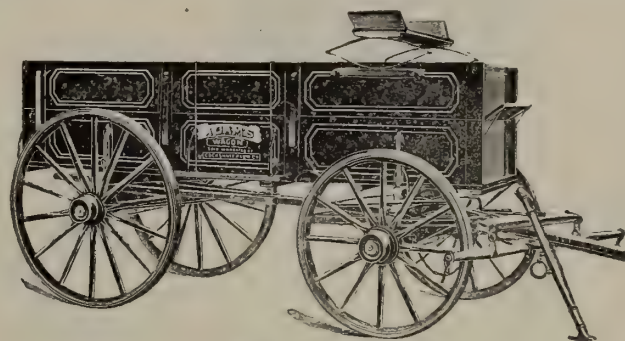
An agency for the Frost and Wood Binder will be a long step toward securing the binder trade in your locality, and now is the time to take it.

Adams Wagons

Thousands of Canadian farmers have put Adams Wagons to the test of service, and the wagons have stood up under it so well that their owners have been highly pleased and have told others about the superiority of Adams Wagons. Hence, Adams Wagons have come to be looked upon as the standard, and they always justify their reputation.

The patented truss, used on the axles of Adams Wagons, gives double carrying capacity to these wagons, and is one of the features you should make it a point to see. It is the only practical truss ever used on a wagon, and as this is a patented feature, it is found only on Adams Wagons.

If you undertake the sale of Adams Wagons you will be selling a wagon that has won the endorsement of thousands of farmers and other users of wagons, many of your neighbors among them. This is one of the best and safest guides you can have when selecting a wagon to sell. Ask us to tell you of a number of other good reasons why you should handle Adams Wagons.



Cockshutt Plow Company, Limited

Western Branches: Winnipeg, Regina, Calgary, Saskatoon

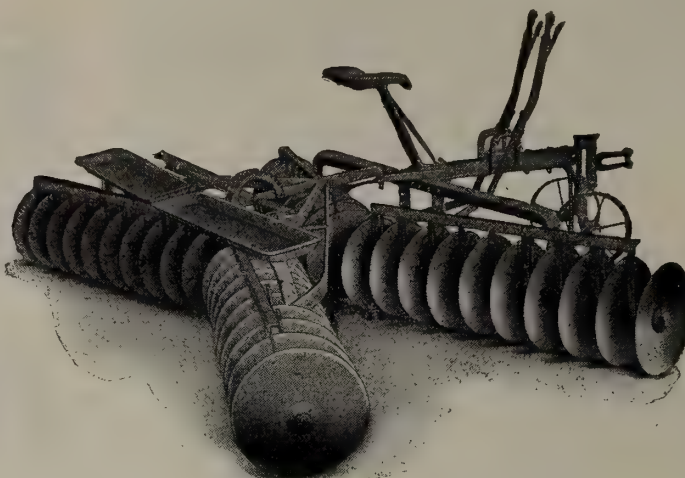
Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

These Discs Have Made Friends for You to Deal With

The use of the disc harrow, before and after plowing, invariably means larger crops. This is due to the fact that discing puts the seed bed in the best possible physical condition and conserves the moisture. We will be glad to send you complete information on this subject.

Save Time and Money With a Double Disc Harrow

The Cockshutt Double Disc Harrow prepares a perfect seed bed. The double disc method is superior to twice over with a single harrow, because: The front discs break the earth throwing it outward, the rear discs pulverize the earth and throw it inward, leaving no ridges. Then the second harrowing immediately follows the first, before the ground dries or hardens. The double disc leaves the surface level, even, and



fine enough for seeding. **SHORT TURN FEATURE.** Can be turned in a radius of one foot, ask our agent to explain this feature. The Cockshutt double disc harrow is strongly constructed and well braced to run behind an engine. Rear section entirely independent of front harrow, and can be detached instantly, leaving front section as a regular single disc harrow. When using horses this harrow requires but one man and four horses, resulting in a saving over the "single harrow and twice over" method of one man and two horses, this saving means a lot during the rush season and when help is scarce.

Cockshutt Disc Harrows

Made in Styles to Meet All Requirements



Cockshutt No. 1 Out-throw Disc Harrow

This is our leader and is a very popular type for general cultivation. We have a very strong demand for this harrow, which proves the general satisfaction it gives to all users. The Cockshutt No. 1 has the strength and weight to do good work on any soil. The main frame is an arch of heavy T-shaped steel. Easy to operate and built to stand the strain. Built in 6, 7 and 8 ft. sizes.



Cockshutt No. 3 Out-throw Disc Harrow

The best Spring Pressure Harrow on the market. This harrow is built on the same style as harrow No. 2, only it is equipped with the spring pressure feature. Pressure is controlled by lever in front of the driver. You will look a long time before you find a better Spring Pressure Disc Harrow. Built in 6, 7 and 8 ft. sizes.

Eight Different Styles

of Disc Harrows to choose from, including the Cockshutt No. 3 with the spring pressure feature. Buy a Cockshutt Disc Harrow and you have the best.

The popularity of Cockshutt Disc Harrows is easily understood after you have used one, the greatest care is taken in every detail of manufacture and satisfaction is given to every user. The bearings on all Cockshutt Disc Harrows are carefully constructed so they are dust and grit proof. Ample provision is made for oiling.

On the inner end of each section is a large bumper casting which saves all end thrusts on the frames. Scrapers are large and carefully fitted, they keep the discs always clean, and are easily governed by foot levers. When working in sticky land it is absolutely necessary to keep the discs clean—Cockshutt scrapers do it every time.

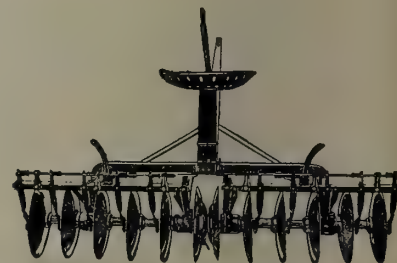
Note the driver's seat is placed well back over the sections. This brings his weight directly over the gangs, and not on the pole to make neckweight for the horses. Cockshutt harrows are easy on horses because in every case the hitch is in direct line of draft, giving the horses the advantage of a straight pull.

We strongly recommend the Tongue Truck on disc harrows. It does away with all jarring of the pole, making the horses work more comfortable; it also makes it more convenient to turn at the end of the field, and to work in fence corners.

WINDSOR DISC HARROWS. We can supply you with one of these harrows in either 6, 7, or 8 ft. sizes.

CHAMPION DISC HARROWS. The man who prefers this style of harrow can be supplied from stock in 6, 7, or 8 ft. sizes.

ORCHARD DISC HARROWS. For use in Orchards or any other kind of field or garden cultivation. You should see this Disc if you are interested in corn or other vegetable cultivation.



Cockshutt No. 2 Out-throw Harrow

This harrow is somewhat lighter in construction than harrow No. 1 but has the strength to stand heavy work in hard ground. The frame is made of angle steel, with heavy steel braces from bottom of arch to pole. You will find all Cockshutt Disc Harrows easy to operate and without side-draft. Built in 6, 7 and 8 ft. sizes.



Cockshutt No. 4 In-throw Harrow

It is a matter of choice whether you use an In-throw or an Out-throw disc harrow, they both do excellent work. This harrow embodies all the latest improvements and is constructed with strong frame and heavy braces. Built in 6, 7 and 8 ft. sizes.

Cockshutt Plow Company, Limited

Western Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage La Prairie

CANADIAN FARM IMPLEMENTS

Vol. IX., No. 4

WINNIPEG, CANADA, APRIL, 1913.

SUBSCRIPTION PRICE IN CANADA } Per Year, 1.00
Per Copy, 10c.

Saskatoon Forms a Wholesale Implement Association



F. H. CRANE, President.



H. AIRD, First Vice-President



R. H. POTTER, Second Vice-President

On Friday evening, March 7th, a delegation of the Winnipeg Wholesale Implement Association boarded a G.T.R. sleeper for Saskatoon. On arriving there on Saturday morning they were met by 'busses and conveyed to the King George Hotel, where, at one o'clock, the meeting was convened, composed of the following gentlemen: H. W. Hutchinson, C. H. Whitaker, R. McKenzie, E. Cahill, J. P. Minhinnick, J. C. Brosnahan, E. W. Hamilton, W. W. Emerson, O. A. Cohagan and F. D. Blakely.

The purpose of the meeting was to organize the Saskatoon Wholesale Implement Association.

Mr. F. H. Crane, of the Canadian Fairbanks-Morse Co., was appointed chairman, and in calling those present to order explained the object of the meeting, enumerating a number of things

which he believed could be improved by a strong organization. He thanked the delegation from Winnipeg for being present, paying them a tribute for their generosity by so many of them making such an extended trip in the interest of the Saskatoon wholesalers.

He then called upon Mr. H. W. Hutchinson, of the John Deere Plow Co., who extended his personal thanks, and that of the other members of the Winnipeg delegation for the hospitable welcome tendered. He explained that the Winnipeg Wholesale Implement Association had been formed because of the fact that the members had found they could not individually accomplish much, while collectively they had been able to do a very great deal. He thought that Article 2 of the constitution explained its objects very fully and, therefore, proposed

to take this article as his text, believing as he did that it was laudable for any body of men to join themselves together to further their business interests as a whole. He believed that no merchant in Western Canada had higher aims for the betterment of the community at large, than had the implement fraternity, and none had a more noble calling, because only with the implements which the dealer furnished the farmer—almost wholly upon trust—could this great Western country have been changed from a vast uninhabitable plain to a settled and prosperous agricultural country. Notwithstanding this fact, other business interests sometimes state that the implement people get after the poor farmer harder than they should. These individuals usually sell on thirty days, and get the money at the expiration of that time, while

implement men sell on from one to three years' terms, and if they did not collect it in the fall, when the farmer had money, they would be compelled to go out of business. He admonished those present to stick together, and have confidence in each other, and the Association would be sure to succeed.

The Chairman called upon Mr. C. H. Whitaker, of the Massey-Harris Company, who stated that on previous occasions when he had visited Saskatoon, he had been led to believe that Saskatoon was the hub of the wheat belt. He was now told that Saskatoon was about to be the implement hub of Western Canada and, with that end in view, the gentlemen interested in that line of industry had decided to form a Wholesale Implement Association. "Now, gentlemen," said he, "if you have

so decided, it is well for you to consider to what extent each and every one will follow the best dictates of the Association by fully and impartially following to the letter all decisions arrived at. Nothing can or will give each man confidence in the other more than the knowledge that when he has committed himself to the work of the Association, he will stay by it come what will." He believed that the various Associations could affiliate the managers of wholesale concerns located at other points where no such Association existed, such as, for example, Battleford, Edmonton, Lethbridge, Brandon, Yorkton, and in other points, so that each wholesaler might thus be brought in touch with the work of the Association, and where these members could not attend meetings, copies of the minutes could be forwarded. Winnipeg had decided to do this with Calgary and Regina, and would now add Saskatoon to their list, and he believed that if this exchange of minutes were carried out with the other branches, it would be very beneficial.

Mr. E. W. Hamilton, of the Canadian Thresherman and Farmer, said that he believed that no nobler class of men than implement dealers were on the face of the earth, else they could not continue in the implement business, because they continued to sell goods to the farmer when he already owed them on goods sold two or three years prior. "Verily" he continued, "your natures must be overflowing with human kindness, else you must follow some other vocation." He gave them some very interesting facts and statistics on soil conservation, showing that it was of as vital interest to the imple-

ment dealer that the farmer properly cultivate his soil as it was to the farmer himself.

Mr. R. H. Potter, of the International Harvester Company, was then called upon. He stated that Mr. Crane was responsible more than anyone for the bringing together of the gentlemen gathered there that day. He knew that no Association could succeed unless all had confidence. First, confidence in themselves and confidence in each other. As a former member of the Winnipeg Association, he knew that body had accomplished a very great deal for the betterment of the trade. It was then moved by R. H. Potter, seconded by F. H. Holland, of the Tudhope, Anderson Co., that: "We, the members of the various wholesale implement concerns present, deem it expedient to form the Saskatoon Wholesale Implement Association." This motion was unanimously carried by all present.

Mr. H. W. Hutchinson was then appointed chairman pro tem, and Mr. H. Aird, of the Massey-Harris Co., secretary pro tem. Mr. F. H. Crane was then unanimously elected President for the ensuing year. Hugh Aird, First Vice-President; R. H. Potter, Second Vice-President and Richard A. Benoy, Secretary-Treasurer, all these gentlemen being appointed by acclamation.

The President then appointed the following gentlemen:

R. H. Potter, International Harvester Company; C. S. Bryant, Hart-Parr Company; N. O. Berve, John Deere Plow Company, as a nomination committee to bring forward nominations at the next meeting for the executive board and standing committees.

The following gentlemen were present:

H. W. Hutchinson, C. N. Whitaker, R. McKenzie, J. P. Minninnick, J. C. Brosnahan, H. Aird, F. Pickles, F. H. Crane, E. Cahill, J. G. Nicholson, C. S. Bryant, A. Robertson-Smith, R. H. Potter, F. D. Blakely, F. H. Holland, A. A. Ross, N. O. Berve, E. W. Hamilton, G. W. McDonald, W. W. Emerson, O. A. Cohagan, T. D. M. Osborne and R. A. Benoy.

After a very enthusiastic meeting, which augurs well for the future success of the Saskatoon organization, the meeting was adjourned. A few of the members of the Winnipeg Wholesale Association on leaving Saskatoon proceeded to Calgary and Edmonton, the majority, however, returning to Winnipeg.

Tractor Demonstrations in Hungary

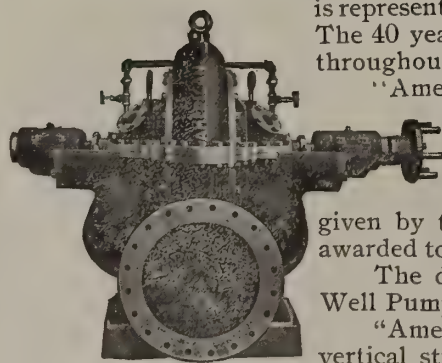
Away beyond the snow-clad Alps and the terraces of the Tyrol lie the great fertile plains of Austria-Hungary. Too few of us realize the immense acreage of farm land that lies to the north of the lordly Danube in that country, land that is rapidly being denuded of population, as we see daily, by the hordes of Hungarians and Czechs who enter this country. The National Association of Hungarian Farmers have made arrangements to hold a display and demonstration of gasoline and kerosene tractors such as are employed in plowing and cultivating the soil. The association, in this respect, are aided by the Minister of Agriculture who recognizes the need of such power in a land where economic conditions are leading

to appalling emigration. The main feature of the demonstration will be to try out such tractors as are most adaptable to plowing and harvesting machinery. It has been arranged that all plowing should be of a depth of seven or eight inches, and the association will purchase all the fuel required by competitors, whether gasoline or kerosene. Lubricating oils and grease will not, however, be supplied. The demonstration will last two days, from 7-10 a.m. and from 2 p.m. to sunset. Every demonstrator has three hectares (7.4 acres) at his disposal, allowing him 984 feet (300 metres) in a straight line for plowing. The data to be collected and tabulated is very much like that taken at the Winnipeg Motor Contests and it will be published later for the benefit of the farmers in that vast area of farming country that lies within the crescent of the Carpathians. All communications relative to this demonstration should be addressed to the Technical Department, National Association of Hungarian Farmers at 9, Koztelek Utca, Budapest, Hungary. Inasmuch as practically all the tractors used in this contest will be manufactured on this continent, this demonstration should prove of considerable interest to manufacturers on this side of the Atlantic.

The Dealer and Better Equipment

I for no other reason, the implement dealer should be interested in better farming because of the fact that it means greater sales to him. Under systems of crop rotation, coupled with the use of live stock, the equipment required per acre on

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness. "American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

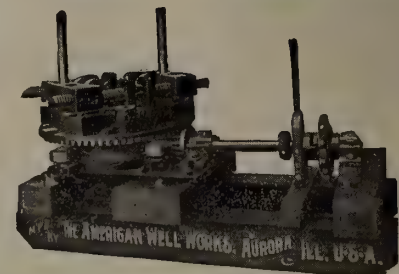
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



the farm is considerably increased. The average valuation of the equipment on the grain farms in the U.S., as obtained in a very careful survey, is \$2.90 per acre. Under systems of diversification, the average equipment value is \$4.70 per acre or a difference of \$1.80 per acre. The diversification of crops requires a greater investment in implements. More implements are required to work the land and till it in a satisfactory manner.

The implement dealer may be blamed for having a selfish interest in bringing about better farming conditions in the West, but this is not so. Diversification, better farming methods, will bring about greater prosperity to the land and to the individual; then why should the motive of the dealer be deemed selfish?

Prosperity will affect all lines of business dealing directly or indirectly with the farm. The implement dealer must consider himself as partially responsible for the future of agriculture in his province. He should occupy a close relation with the farmer and should advise him to the best of his ability. He is the man, beyond all, who can point out the advantages accruing from better farming methods and who can prove that the pursuit of these will benefit the farmer financially. The financial betterment of one individual line of trade does not imply selfishness of motive and, truly, all businesses are hinged together so that when one is prosperous the prosperity extends to others, radiating over a province and ultimately over the whole Dominion.

A New Farm Engine

The Turner Manufacturing Co., of Port Washington, Wis., have produced a new 4 h.p. engine, built to meet the popular demand for an oil engine for light farm work. It is especially adapted to wood-sawing, feed grinding, etc., and it is furnished skidded or hand portable, so as to be easily moved from place to place, or it may be mounted on a stationary base.

From a dealer's standpoint, the "Simplicity" 4-horse makes an excellent engine, having all the advantageous "Simplicity" features, such as the new built-in magneto, making it representative of the entire line.

The engine was designed under

the personal supervision of Lee M. Turner, general manager of the Turner plant, who has been building engines since 1900. His experience has been a valuable asset in standardizing and perfecting the "Simplicity" line. His latest production is an exceptionally large and powerful engine for its rating. It has a heavy fly wheel and a large hopper water-cooling capacity. The built-in magneto enables it to start without cranking, and it requires no batteries, spark coil, gears or pulleys to operate it. It runs on either gasoline or kerosene.

The man who can't get ahead without pulling others back is a limited cuss.

John Deere Plow Co.

The Deere Factories and What They Make

- Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows
- Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools
- John Deere Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears
- Marseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders
- Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons
- Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses
- Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade
- Van Brunt Mfg. Co., Horicon, Wis.
Grain Drills and Seeders of all kinds
- Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows and Spring Tooth Harrows
- Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West



*The Trade Mark of Quality Made
Famous by Good Implements*

The Sales Organization

- Deere & Webber Co., Minneapolis, Minn.
- John Deere Plow Company, Moline, Illinois
- John Deere Plow Company, Omaha, Nebraska
- John Deere Plow Company, Sioux Falls, S. Dak.
- John Deere Plow Company, Kansas City, Mo.
- John Deere Plow Company, Oklahoma City, Okla.
- John Deere Plow Company, Denver, Colorado
- John Deere Plow Company, St. Louis, Missouri
- John Deere Plow Company, New Orleans, Louisiana
- John Deere Plow Company, Nashville, Tenn.
- John Deere Plow Company, Atlanta, Ga.
- John Deere Plow Company, Dallas, Texas
- John Deere Plow Company, Portland, Ore.
- John Deere Plow Company, Spokane, Wash.
- John Deere Plow Company, Boise, Idaho
- John Deere Plow Company, San Francisco, Cal.
- John Deere Plow Company, Indianapolis, Ind.
- John Deere Plow Company, Columbus, Ohio
- John Deere Plow Company, Baltimore, Md.
- John Deere Plow Company, Syracuse, N. Y.
- John Deere Plow Company, Des Moines, Iowa
- John Deere Plow Company, Milwaukee, Wis.
- John Deere Plow Company, Ltd., Winnipeg, Man.
- John Deere Plow Company, Ltd., Saskatoon, Sask.
- John Deere Plow Company, Ltd., Regina, Sask.
- John Deere Plow Company, Ltd., Calgary, Alta.
- John Deere Plow Company, Ltd., Edmonton, Alta.
- John Deere Plow Company, Ltd., Lethbridge, Alta.
- John Deere Export Company, New York, N. Y.
- Con. Wagon and Machine Co., Salt Lake City, Utah
- Bristol & Gale Company, Chicago, Illinois

A FULL LINE OF FARM IMPLEMENTS



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks that Sell!

We are Specialists in the construction of Steel Storage and Wagon Tanks, whether for Water, Oil or Gasoline. Our

Western Standard Tanks

are the last word in Sheet Steel Tank construction.

Our prices and discounts mean money to the dealer who handles our line.

Come and see us when in Town or write for our proposition to dealers.

RED RIVER METAL COMPANY, WINNIPEG 51-53 AIKINS STREET

Judging the Separator

In considering a separator the most essential points to be considered are: (1) The amount of milk to be separated, (2) the efficiency of the machine, (3) the life or durability of the machine, (4) the ease of cleaning the parts coming in contact with the milk, (5) the simple construction of and rigidity of the gears and pinions, (6) the oiling device, (7) the construction of casing or frame.

The efficiency of the machine is a very essential point. This does not refer alone as to whether the machine will skim clean when skimming a 25 per cent or 30 per cent cream, but if one must furnish a 40 per cent or 45 per cent cream, will this machine skim cleaner than any other, providing other requirements are equal? The separator, with care in keeping the temperature of the milk between 90 to 100 degrees F., having the machine on a solid foundation, the bowl running true and turning the crank at the required speed, should not have more than five-hundredths per cent of butter fat in the skim milk when skimming a 30 per cent cream.

A good separator with reasonable care and attention should last from ten to fifteen years, with few or no repairs.

When we say that the parts of the separator which come in contact with the milk should be so constructed as to be easily cleaned we do not refer to the number of parts to be cleaned, but to the construction of these parts. Can every piece of the bowl be taken apart so that we have no cracks or shoulders to clean? If it is a disc machine, will all of the discs come apart so that we can wash them individually, or, if there is any other device, can it be taken apart so that all of the surface will be exposed and be easily washed? Some machines may be so constructed that there are only a few parts, and yet these few be more difficult to wash and keep clean than a machine with a greater number.

The parts coming in contact with the milk should be heavily tinned, as this makes washing easier, and prevents the parts from rusting. If the parts start rusting it is very tedious work to keep the machine clean. However, no separator is so constructed that it can be kept clean and sanitary without taking it apart after each separation. In

order to get the best results from a machine all the parts coming in contact with the milk must be washed and scalded after each separation.

The Milk Supply of a Large City.

It is of interest to note some facts regarding the milk supply of Dresden, one of the largest cities in Germany.

The milk is paid to the producers according to its fat content, thus stimulating the cowkeepers to improve to the utmost their stock and at the same time insuring the supply of the best milk.

On the ground floor of the building, in a large room, the milk, which arrives from the country in large tin cans, is filtered and poured into tanks, whence by means of pumps it is sent to the first floor and stored in other tanks. These are situated in rooms where refrigerating pipes keep the temperature constantly at 2 to 3 degrees C. (35.6 degrees to 37.4 degrees F.). In the tanks on the first floor the milk stands 13 to 15 hours, during which time the coarser impurities settle. Then the milk

is passed into large separators where it undergoes a light centrifugation (700 to 800 revs. per minute). This does not separate the fat, but it is sufficient to eliminate all foreign matters. A great portion of the milk is then sterilized. The bottling of the milk and the washing of cans and bottles are performed by machinery. The empty cans before being washed are placed in a draining room where 80 to 90 litres (18 to 20 gallons) of milk are collected daily.

Every bottle is closed with a cardboard disc, which bears the date on which it was filled.

The establishment is provided with the necessary plant for the manufacture of butter, cheese and yoghurt.

Refrigeration is produced by compressed carbon dioxide. The power required by the machinery is 125 horse power, and this is sufficient for handling 1,980 gallons of milk per hour; but the average quantity treated every day is about 6,000 litres (1,320 gallons) per hour.

Live as long as you may, the first twenty years are the longest half of your life.

MAKE MONEY

Selling World Renowned

EMPIRE

Cream Separators and

STA-RITE Gasoline Engines



If you want money—real money—you can make it by selling EMPIRE Cream Separators and STA-RITE engines. No others sell so easily, or give such good service.

Canada is speedily becoming a great dairy country.

Other things fail but dairying does not.

Prices of wheat and other products are uncertain, but prices for dairy products are steadily rising. No wonder the tendency in the Dominion is more and more in the direction of dairy farming.

Dairymen must have separators and engines.

No other separator runs so easily or quietly as the EMPIRE. No other needs so little attention or so few repairs. You know that these features appeal strongly to farmers.

We want energetic agents everywhere.

Write us for full particulars. Then get out your pencil and figure what you can easily make by taking the agency. Write us quickly. Agencies are going fast. Separators sell fastest and easiest in spring and early summer, so ask for agency now.

The Empire Cream Separator Co., Limited
TORONTO **WINNIPEG**

Death of Dr De Laval

The late Dr. C. G. De Laval

After a life of study, experiment and achievement, of persistence and untiring effort, Dr. Gustaf De Laval, inventor of the continuous cream separator, died at his home in Stockholm, Sweden, on February 3rd, 1913. For years he had been suffering from cancer, a fact that few were aware of, and to which he paid little attention himself. Although 68 years of age, he continued hard at work experimenting on old and new projects to the very last; his brain as fertile and his energy as unremitting as it ever had been. Towards the close of his life, it is stated, he was nearing the solution of the peat coal problem, one which is of national importance to Sweden and, just before his last illness, he was engaged in the completion of a new milking machine.

Carl Gustaf De Laval was born in the province of Dalecarlia, Sweden, on May 8, 1845, and was a member of a family prominent in Swedish history from the time of the great Gustavus Adolphus. As a mere child he showed remarkable aptitude for mechanics and seized every opportunity to take apart and re-assemble any mechanism that came into his possession. He studied at a technical school until twelve years of age, when he went to the Technological Institute of Upsala University, which he entered in 1863, graduating with honors three years later.

After working for a time as a draftsman, he came to the conclusion that he was insufficiently educated in the exact science of mathematics, therefore he re-

turned to Upsala and continued his studies until 1867, making a special study of chemistry and physics. In 1872 the university gave him the degree of doctor of philosophy. In the early '70's he went to Germany to study the manufacture of sulphuric acid, and on his return he built the first sulphuric acid furnace to be erected in Sweden. After an unsuccessful attempt at glass manufacture he became a constructional engineer, giving great attention to the production of steel, the extraction of phosphorus from ore, and the development of the steam and petroleum engine.

One day, while making an experiment in sand blasting, the accidental bursting of a steam jet gave him the intuitive idea that later led to the construction of the De Laval steam turbine,

which invention was the basis of all the great advance we have seen in high speed turbines for ship propulsion. In 1877 a friend happened to mention to him how he had read in a German publication of how a dairyman had been trying to cause the cream to come to the top of milk by rotation in a barrel, the idea being to save the time required by the ordinary gravity of the fluid. The article explained that this mechanical separator was the result of the centrifugal force developed by the rapid rotation of the barrel. This suggested to the young man the possibilities of centrifugal force, and he later told his associates that he believed it possible to improve the process so as to discharge the cream from the revolving vessel while in motion so that it would

not have to be hand skimmed as in the German invention. Going ahead, he produced his first cream separator, but it consumed too much power and its capacity was too small, yet in three months he had produced a machine that did not differ greatly from the modern models of his well-known separator. This machine was patented, and in the commencement of 1878 he had founded the De Laval Separator organization in Europe, that of America beginning five years later. He subsequently invented practically most of the means that have since been used for revolving the bowl of the separator, either by hand or power.

In further benefits to the dairy industry he produced two types of steam turbine-driven separators—the letter "S" shaped flyer



Are Easiest to Sell

The De Laval Cream Separator is the best made and the most largely advertised cream separator on the market.

Its splendid quality makes friends for it. Once sold it stays sold, and it's easier to sell the user's neighbors.

If you have never sold the De Laval, better write to Winnipeg and get lined up at once.

The De Laval Dairy Line

There is an ever-increasing demand for dairy supplies. We carry a complete line. We shall be glad to go into this matter with you fully. Write for catalogs, prices, etc.

The Ideal Green Feed Silo is a Winner

It's a fine running mate for the De Laval Cream Separator. The two lines fit right together.

The De Laval Dairy Supply Co., Ltd.

WINNIPEG

PETERBORO

MONTREAL

and the bucket-rimmed wheel—and in the same year produced three types of hand-driven separators. He also invented the "lactorcite," the first practical milk tester which led to the development by Dr. Babcock of the simple tester now universally used in America. The milk tester enabled the easy determination of the butter-fat quality in milk and its value.

De Laval also invented the centrifugal churn, and the emulser, designed to emulse with skim milk some substitute for the lacking butter-fat. This invention is now used for making various chemical emulsions, such as cod-liver oil cream, etc. He also invented one of the first mechanical milkers and is reported to have completed before his death an entirely new and different machine of this type, as we previously stated. A new lamp, a stream line vessel to overcome water resistance, a type of explosion-proof boiler, the extraction of ores by electricity; in all these he attained a large measure of success as an inventor. From 1888 to 1896 he served his country in the Senate of the Swedish Parliament, and from his own country and other European nations he received many honors and de-

grees. To we of the implement world his cream separator is most associated with his name, but even greater is the success of his production of the steam turbine, by means of which, as adapted by Parson's, the first vessel to travel thirty knots an hour was propelled. The steam turbine has replaced the reciprocating engine at sea, and on land it has been found to be the ideal power for the direct driven electrical generator.

Dr. De Laval is dead, but his work shall live and his name with it. The efforts of such men are deathless tombstones, they are records engraven on the living rock of Time. A man who invents that which benefits humanity leaves behind him monumental evidence of the possibilities of a life—a lesson and an incentive for those who follow in his steps. From beyond the shadows he gives inspiration to the workers of the earth; being dead he yet liveth.

A Homestead Map.

Every person interested in the settlement of the prairie provinces should avail themselves of the opportunity to procure the homestead map recently issued by the

Railway Lands Branch of the Department of the Interior at Ottawa. The map shows in a most graphic way the land situation at the beginning of the present year, also the standing of each quarter section according to the records of the department at that date. It is published in three separate sheets, one for each province, the one for Manitoba now being ready, while the other two will be ready in the immediate future. It shows all the lands disposed of, and those available for entry, also complete information with regard to Indian Reserve, timber berths, grazing leases, post offices, railways, etc. This map is distributed free of charge, and may be obtained upon application to F. C. C. Lynch, superintendent of Railway Lands, Department of the Interior, Ottawa.

Implement Firms in Regina

As an implement centre, Regina is rapidly forging ahead. We have recently seen large shipments of implements and a train load of tractors heading for that Saskatchewan city, which rapidly is becoming the distributing point of an immense farming district. Altogether, there are

twenty-three implement firms in Regina, most of which are located in the district known as "Implement Row."

They are as follows: Avery Company, J. I. Case Company, Cockshutt Plow Company, Deere Plow Company, Frost & Wood, Garden City Feeder Co., Gaar-Scott Co., Hart-Parr Company, Haug Bros. & Neller-moe, International Harvester Co., D. A. Macdonald, Massey-Harris Co., McCusker Implement Co., National Manufacturing Co., Nichols & Shepard, Pioneer Tractor Co., Reeves & Co., Regent Tractor Co., Rumely Co., Sawyer-Massey Co., W. J. M. Wright, Minneapolis Threshing Machine Co., Tudhope-Anderson Co., and the Waterloo Manufacturing Co.

No Choice.

Minister—"Tommy, suppose you did something naughty and were asked if you did it, what would you say?"

Tommy—"I dunno."

Minister—"You don't know? Why—why, what would happen if you told a lie?"

Tommy—"The devil'd get me."

Minister—"That's right. And what if you told the truth?"

Tommy—"I'd get the devil."

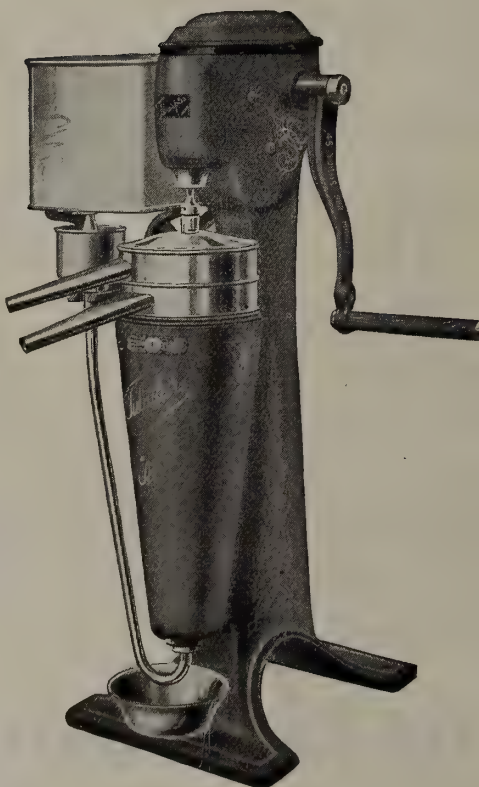
This is the Cream Separator that **STAYS SOLD**

SHARPLES Tubular Cream Separators

have the knack of making good—and their making good makes good business for Tubular Agents.

"There's the machine—see for yourself," is the argument that sells separators and keeps them sold—while much talk to hide faults only casts a temporary spell.

There's nothing complicated about Tubulars—your customers grasp their simplicity and advantages at once—and washing three parts instead of thirty parts is a feature that appeals to every one of them. Selling Tubulars is a clean business—there are no "come backs" and no "kicks." Therefore, make up your mind that you'll sell the one cream separator on which you can figure your profit as soon as you make a sale.



The Sharples Mechanical Milker Agency

is also worth big money to you, for the SHARPLES is thoroughly practical in every way, and the dairymen in your section are anxious to secure a machine that will eliminate drudgery and help worries.

The pulsating movement with the upward squeeze prevents udder troubles and solves the problem of mechanical milking.

The Dairymen in your section need the Sharples Mechanical Milker—they can save its cost in less than a year—so selling them is business that makes you enthusiastic.

Write us today for a Sharples Agency. There's only one dealer in a section who can have it.

The Sharples Separator Co.

Chicago, Ill. WEST CHESTER, PA. San Francisco, Cal.

Portland, Ore. Dallas, Tex. Toronto, Can.
Winnipeg, Can.



The Dealer as a Mechanic

At the last convention of the Interprovincial Retail Implement Dealers' Association, the president, Mr. Johnson, made a wise remark. He said:

"Every implement dealer must be more or less of an engineer."

Seldom have we heard anything more true, for the man who sells engines, tractors and automobiles, can never be much of a success if he does not understand about their mechanism, repair and upkeep. The average tractor is built to pull constantly, over reasonably good surface, a load equal to one-third to one-half its brake horse-power. Therefore, if its rated B.H.P. is 60, it should pull on an average such a load as could be hauled by 25 to 30 average farm horses. But the tractor or must not be overloaded, and when a farmer comes to you with a complaint regarding the pulling capacity of his tractor, first find out what he has hitched behind it. They overload their engine, let it suffer undue strains, have a breakdown, then come to your place of business and proclaim that the machine is no good. The dealer, therefore, must learn to know each part thoroughly. He must train his ear to distinguish any unnecessary noise when the machine is running, and must be able to locate it in order to effect a repair. Above all things he must learn to distinguish the sound of ignition, if too early or too late, the sound produced by wrong mixtures, and by loose bushings or dry gearing. Sudden jars in driving must be avoided; these are a fruitful cause of breakages in the axles, crank shafts and gears. The running gears should be examined frequently, and the connecting rods should have frequent attention. See that all bushings are adjusted, and that none are allowed to run hot. Overhaul the gears and look for signs of excessive wear. See that the float cup of the carburetor is clean, or you shall have certain trouble. Cylinders and pistons are bound to carbonize, and a good plan to clean them is to put a little kerosene on the pistons working them, so as to cut any carbon adhering to the cylinder walls. Spark plugs should be taken out frequently, and the carbon removed.

The lubrication of the tractor has to be attended to; some men over-lubricate; others are so economical that they end up with

heated bearings. Some parts need a refined auto oil, for others the heavy black oil is good enough. The turning down of grease-cups depends exactly on their location. A swiftly revolving shaft obviously requires greasing more often than a slowly revolving bearing. All the oil that is used for mechanical or splash feed oilers should be well strained, and all the fuel, whether kerosene or gasoline, should also be strained. A carburetor nozzle is not so large as a drain-pipe.

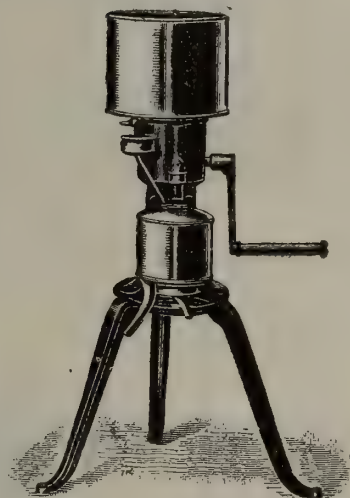
During winter a tractor should be under cover. You cannot leave machinery out in all kinds of weather without greatly depreciating its value. Steel and

iron rust quickly, and you should tell the farmer to coat all the gears with grease or heavy oil. When stored the valve seats should be greased to prevent sticking through rust. All water should be thoroughly drained away, and the fuel tank emptied. In starting the season your customer should see that the machine is thoroughly overhauled, and all the adjustments and bearings seen to. The valves are best to be well ground in, and the gears overhauled for wear or breakage. Your customer only uses the machine for a certain time, but he does not want a single stoppage or break-down that is unnecessary during that time. In plowing or in harvesting every hour is of value, and the farmer should be convinced that to thoroughly overhaul the machine for a start often saves a

deal of ultimate trouble. These remarks are only general, and may apply to any make of tractor, but many manufacturers supply a book of instructions to their customer with every tractor sold. Firstly, however, the dealer must be absolutely at home with every detail of that book of instruction, and much of his success in selling tractors depends on his knowledge of their component parts. A dry-goods salesman can scarcely give a convincing selling talk on an automobile if he does not know the difference between a transmission gear and a differential casing. The manufacturer is ever ready to supply the dealer with any facts and literature regarding the tractor that he manufactures; he has only to write and he will receive any information that he may desire.

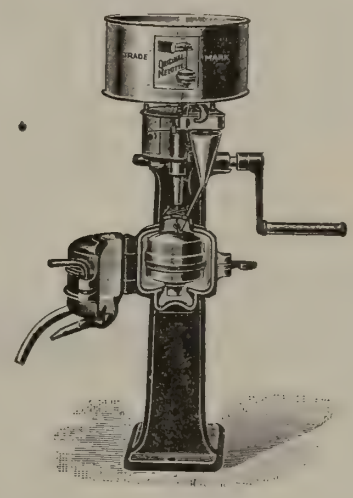
Light, Power and Profit

LEG MODEL



Capacities: 280 to 720 lbs.

SOLID BASE MODEL



Capacities: 400 to 1,300 lbs.

MELOTTE CREAM SEPARATORS

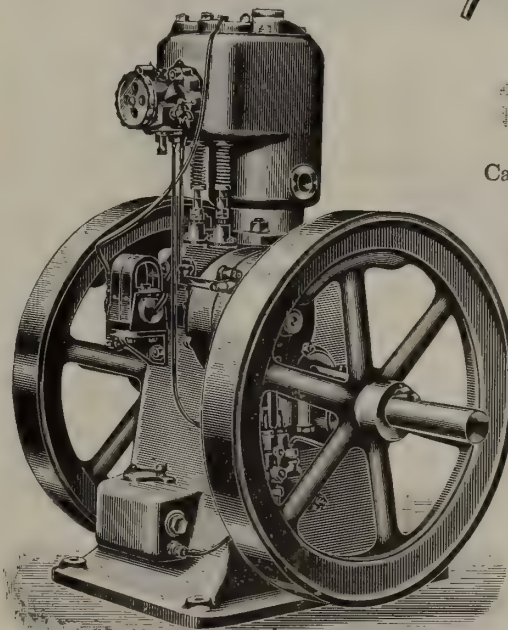
From FACTORY to YOU direct.

No other the equal of the MELOTTE for good skimming and durability.

It will last a life-time with practically no repair cost.

LISTER The English Made Gasoline Engine

**Guaranteed To Give
Satisfaction.**



Highest Power

Lowest Cost
of Up-keep

The Best Make

When in Winnipeg call at 197 Princess Street, and start and stop the "Lister-Bruston" Automatic Electric Lighting Plant yourself—So simple to operate—You turn lights on and off to start or stop—The most perfect Plant made.

R. A. Lister & Company, Limited, of Dursley, England

Address all communications to

R. A. LISTER & CO. LIMITED, 197 Princess St., WINNIPEG, MAN.

Constructing Automobile Tires.

The foundation of the auto tire, as most motorists are aware, consists of alternate layers of fabric and rubber. Over this foundation is put the breaker strip and tread, but it is on the quality of the foundation that the life of the tire depends. Special Para rubber, after being treated, is combined with specially woven sea island cotton fabric.

In the mill room the rubber is passed between large, heated rolls

and thoroughly mixed with the ingredients that give to it a tough, leathery quality that is necessary for the hard gruelling wear that it will receive when in the completed tire. It is then taken to the calendar room where it is passed between the heated rolls of the warming mills, until it assumes the exact plasticity that will give the perfect adhesion to the fabric.

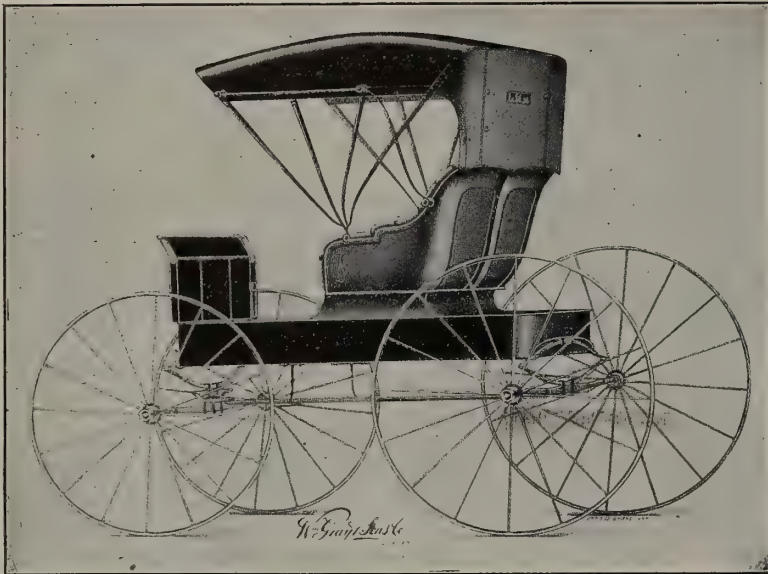
The enormous rolls of the calendars force the rubber into every mesh and fibre of the fabric, and the special treatment of the rubber makes the adhesion

still more perfect. These calendars are sheets rolled to various thicknesses, and from them the tires are constructed. In producing the fabric it is specially prepared to receive the rubber. It is first passed over inspecting machinery, where it is examined by skilled operators for imperfections in material and workmanship. It is then tested for tensile strength, and if found perfect it is then taken to a drying machine where all the excess moisture is driven from it. The fabric is then rolled with the rubber into calendars, as we have

described.

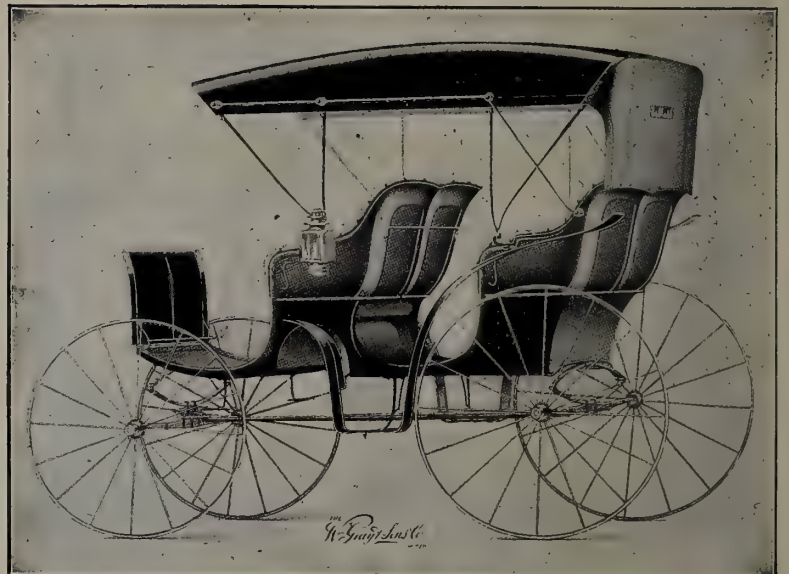
The frictioned (or rubber impregnated) fabric is then taken to another calendar where a sheet of rubber is rolled on to it, forming a heavy coating of exceedingly tough rubber that, when the tire is complete, holds the layers of fabric together.

Great cleanliness is necessary in tire making plants, and the air is resonant with the roar of the huge warming mills and the "smack" of the gum rubber as it is squeezed in the vise-like pressure of the powerful calendar rolls.

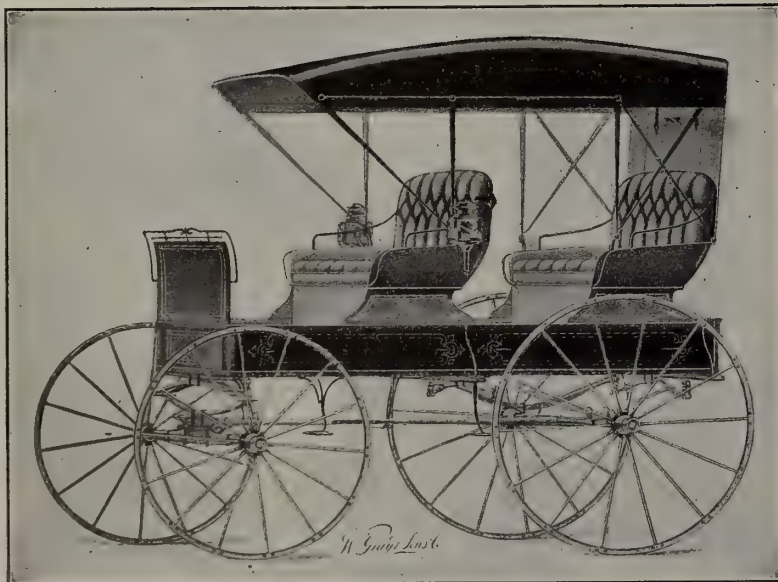


No. 530, Steel-Seated Buggy

OUR
LEADERS



No. 510, Steel-Seated Surrey



No. 288, Top Democrat

Dealers,
Write
for
our
Complete
1913
Catalogue



Imperial Kitchen Cabinet

Three vehicle leaders shown are selected from over sixty displayed in our new 1913 Catalogue.

We carry three different models of up-to-date Kitchen Cabinets, also three types of Farm Scales, varying in capacity from 1,000 lbs. to 12,000 lbs.

GRAY-CAMPBELL LIMITED

WINNIPEG, Man.

MOOSE JAW, Sask.

Canada and Automobile Manufacture

In Canada we are becoming too accustomed to the idea that the United States is the alpha and omega of the automobile manufacturing industry. While this may be very true, with that self disparagement that, alas, is too common among us with regard to our industries, we ought to consider for a moment the growth of the automobile industry in our own land.

In the recent motor show, held in the exhibition grounds at Toronto, it was evidenced that Canada is advancing in the manufacture of automobiles in no uncertain way. In the province of Ontario the industry has advanced by leaps and bounds during the past eight years. Eight years ago, when the first auto show was held in the St. Lawrence market, Toronto, there was scarcely a town outside of Toronto that had an automobile industry of any sort, either for the manufacture of cars or accessories. At the present day there are large factories in Brantford, Orillia, Brockville, Oshawa, Windsor, St. Catharines, Berlin, Amherstburg, Petrolia, London, Ottawa, Bowmanville, Ingersoll,

Guelph, Galt, Walkerville, Clinton, and Kingston.

Toronto and West Toronto have several large plants making autos, engines, batteries, bodies and other parts. Visitors to the Toronto Motor Show, who had seen like exhibitions all over America, were loud in their praise of the exhibition and of the Canadian-made product. This is no uncertain compliment when we think of the magnitude of the automobile industry in the United States, and of some of the exhibitions held in Detroit, Chicago and New York. M. Paul Bourdis, of Paris, who was in charge of a French exhibit at Toronto, says that the automobile exhibition of to-day is not so much the idea of selling the car, but to acquaint the public with the advances and improvements upon the different makes during the preceding year. The same French expert predicted also that the cheap car would soon pass, that in six years' time the cheap car would be a thing of the past. This because prices were not going up, nor were the public becoming more wealthy, but because people were seeing the futility in buying the cheap car that became the most expensive in the end. They preferred to purchase a car that would last them for a number of years, and would rather wait until they could possess such a car in preference to

buying a cheap runabout or roadster that would only last for a year or two. As far as we can

see, the matter of improvement in mechanism and design has about reached the limit. A great-



A Big Bargain IN "FLOUR CITY" TRACTORS

Just a few left in sizes—
20 H.P. 30 H.P. 40 H.P.

New, Re-built and Exchanged

As the manufacturers are taking this line over themselves, we are slaughtering our prices to clean up our stock.

Seize this opportunity to get a BIG SNAP on an engine.

We have only a few left. Write us to-day for our special proposition and Catalogue No. 6.

Ontario Wind Engine & Pump Co., Ltd.
WINNIPEG **CALGARY**

Western Farmers Use The Leader Fence Extensively

The day of the old-fashioned dangerous barb-wire fence is past and today the Western farmer pays as much attention to the quality of his fences as he does to the selection of a binder or other expensive machinery. That's why

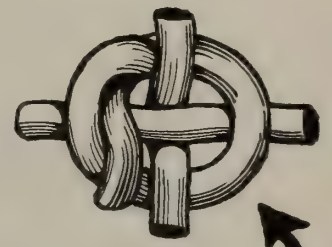
The Leader Lock is Popular

Once erected, the Leader Fence is there to stay. The strength of the LEADER LOCK, which practically interlocks itself, makes it impossible for the fence to sag or slip in any way.

Agents find the Leader an easy seller.

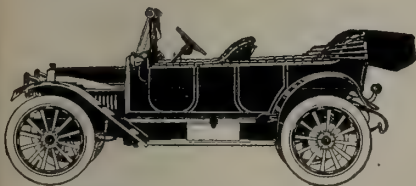
AGENTS WANTED in all districts where we have no representatives. Write today.

Anchor Fence Co., Limited
Corner Henry and Beacon Streets

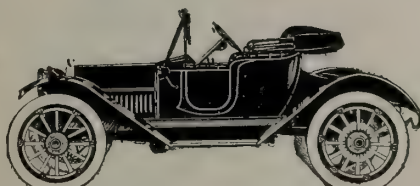


P.O. BOX
1382
Winnipeg

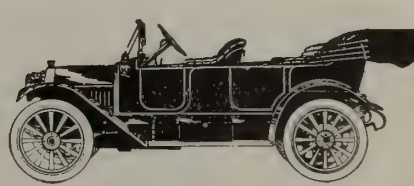
Good Cars - Good Service - Satisfied Customers



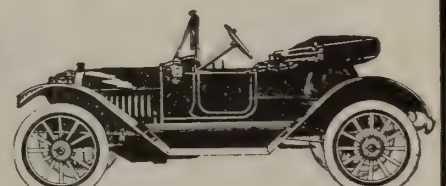
Model 31, Touring Car
\$1,850.00 f.o.b. Winnipeg.



Model 30, Roadster
\$1,735.00 f.o.b. Winnipeg



Model 25, Touring Car
\$1,510 f.o.b. Winnipeg



Model 24, Roadster
\$1,300 f.o.b. Winnipeg

The McLaughlin-Buick organization have consistently adhered to their first ideal—that of **GOOD SERVICE**.

The best car is no stronger than its weakest component part. When a break-down occurs a thousand miles from the nearest source from which repair parts can be obtained, and the manufacturers do not have an efficiently organized service department, what is the natural attitude of the owner of that car? It must be antagonistic, and antagonism is detrimental to success from a selling standpoint.

McLaughlin-Buick supply houses extend from coast to coast. Spare parts are quickly obtained, the car is repaired and the owner goes on his way—rejoicing and satisfied.

McLAUGHLIN-BUICK CARS HAVE NO FREAK FEATURES.

They are thoroughly standardized so that repairs may be instantly effected. Their power, simplicity and reliability appeal to the Canadian customer, and he has a supply depot within reach, be he in St. John or Vancouver. Catalogues and price lists on request.

We can supply any of our five leaders with Disco gas self-starters, and three of the five with the Gray-Davis electric starter.

McLAUGHLIN CARRIAGE Co. Ltd., Winnipeg

Western Branches: Regina, Saskatoon, Calgary, Edmonton, Vancouver

Head Office and Factory: OSHAWA, ONTARIO

Showrooms: 204-212 Princess St.
Garage: 275-277 Maryland St.

er care will be taken in the standardization of parts. In reality it is not necessary to buy a new car every year now, as it was a few years ago, when each year brought about many vital improvements. In the last two years the only big improvement has been that of the self starter. Representatives of every firm who exhibited at Toronto were surprised at the amount of business done at the show. Many Westerners from Saskatchewan and Alberta were visitors, wealthy ranchers and farmers. All of them agreed that the auto was an absolute necessity on the prairie for the progressive farmer. The car, as far as we can see, that would command the largest sale in the West would be a light car with a convertible top, a car that could be quickly pressed into use for light haulage purposes. The auto is a far more congenial means of locomotion than the horse, and is far less tiring for the same distance than a twenty-five mile jaunt in a saddle. The auto tends greatly to enlarge the social life of the rancher and western farmer, wherever the surrounding country is of such a nature as to allow its usage. There is, we all know, a great influx of American cars throughout the West, cars that can be produced

at a price that, plus the importation dues, we can scarcely cope with from a Canadian manufacturing standpoint; yet, we are sure, the day is not far distant if it is not now here, when the Canadian automobile manufacturer will be able to market a car equally as good and as cheap as that of his brother manufacturer across the line.

We require a high slung car for the West, the contour of the trails demands it, and a car that will stand a great deal of jarring travelling.

Yet let us not think that Canada falls behind the sister country in automobile production. She does not. We do not desire here to name specific makes of car, yet many motor enthusiasts will agree with us that the home-manufactured product has quite as good an engine, quite as strong a frame and an equally good standing as an automobile, as any of the best known makes in the United States. The rivalry shall be a friendly one, but the fact remains that in Canada we can build autos and are building autos to an extent that not one in a hundred of us really imagines as existent. The medium priced car is having its day, for the expensive imported car has a prohibitive price for all but the wealthy. For the average man Canada ought to be able to produce a Canadian automobile that will be able to hold its own in the race for efficiency in mechanical design.

Ill news has swallow-wings, but what's good walks on crutches.

Are You Ready?

To be prepared, to be ready to cope with a situation when it arises, is the sign manual of the efficient and far-sighted business man. The blundering entity who meets a situation, fuming and fretting because he feels his ineffectiveness, is a pitiful spectacle, and one that we see too often in the office and in the factory. The greatest engineering feats in the world have been done not by miracles, not by inspirations of genius, but by the matter of fact, taking into account of even the most remote possibility the calculation on every factor that can possibly happen which will be detrimental to the completion of the job. As we bowl merrily along over a well ballasted road-bed, at perhaps sixty miles an hour, we never consider the worry and the incessant strain that some unknown civil engineer labored under in the laying of the steel. But nothing, absolutely nothing, was left to chance. Figures, algebraic formulae, calculations in trigonometry, the exact triangulation by instruments, all were checked and rechecked, so that this grade might be correct, and that curve absolutely safe. The geological formation of a mountain side had to be studied, or a cutting might only form a bed for a landslide or an avalanche; yes, the knights of the theodolite can leave nothing to guess, nothing to surmise. One day during a battle in the Russo-Japanese war, a war correspondent was wearily and disgustingly tramping away back from the firing line that extended over 15

miles of a battle frontage. When about five miles to the rear of the battle he suddenly came upon a secluded ravine in which rested a group of officers, who sat calmly smoking and joking together. Approaching a young Japanese lieutenant he asked how it came about that this coterie of officers were so far to the rear of action, why were they not on the firing line? "Oh," replied the imperturbable Jap, "you do not seem to understand that this is the staff of the Commander-in-chief; that is he yonder with the grizzled beard."

"But, why," exclaimed the correspondent, "is he not away to the south, nearer the firing-line?"

"That would not be necessary," said the Jap, with a smile. "You do not seem to be aware that this battle was arranged and fought about three years ago — in the War Office at Tokio."

Even as the little yellow men fought their battles on paper, before the first shot was fired, so must the business man of today consider every eventuality in the future—even the far future. Especially is this true with the implement dealer, for he must look ahead all the time if he wants to keep ahead in the game. Although, as we write these words, it is still cold and wintry, there is ever the gambling chance that the weather may change with great rapidity and precipitate upon us a complete change of temperature. If mild weather should come now, putting the farm lands of Western Canada in shape for working within a few days, are you, friend dealer, ready and prepared for the rush of business that would come as sure as the summer will?

Let us only consider last fall when a short-sighted policy, wrongly thought to be economy, brought about a shortage of binder twine among the dealers of the West. The manufacturers made great efforts and got twine rushed through, but just consider the business that could have been done by the man who considered the eventuality and had in stock a large supply of binder twine. The surest way to lose trade is not to be able to supply the demand when it does come, even although, logically, that demand should be unseasonable. How often have fluctuations on the part of the Weather Man found dealers in a state of wretched unpreparedness? The man who has the spirit of generalship and

We Help You Sell "Simplicity" GASOLINE ENGINES

OUR SELLING PLAN

is a localized advertising campaign right in your own territory—for you. It advertises you, brings you trade, and increases your business and profits.

SIMPLICITY SELLING POINTS

include the Built-in Magneto (a dandy); economy in the use of low-grade fuel; absolute simplicity and durability, which insure freedom from complaints and "comebacks."

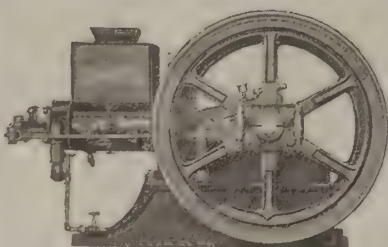
Full Line of Styles and Sizes
2 to 20 H.P.

If you want a good gasoline engine with selling points, plus ability to back them up, write TODAY to

Wilkinson, Kompass & Hawkey,

Limited,

Jobbers
Hamilton WINNIPEG Toronto



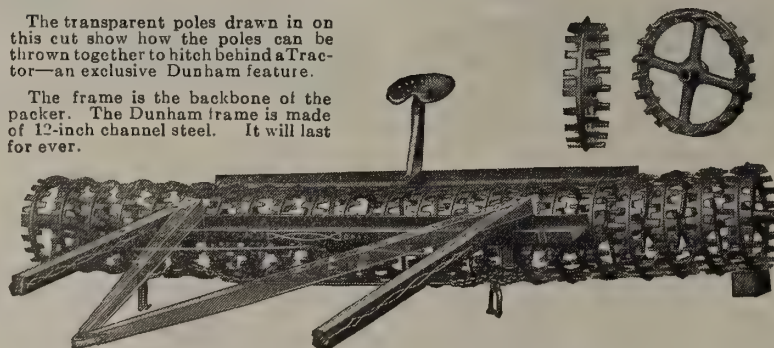
Manufactured by
TURNER MFG. CO.,

Port Washington, Wis., U.S.A.

THE Dunham Canadian Soil Packer

The transparent poles drawn in on this cut show how the poles can be thrown together to hitch behind a Tractor—an exclusive Dunham feature.

The frame is the backbone of the packer. The Dunham frame is made of 12-inch channel steel. It will last for ever.



A Big Money Maker for Live Dealers

Write for special circular and money making proposition to dealers in open territory.

The small cut shows the wheel used on the Dunham Canadian Soil Packer.

ROBERT E. BROWN, Sales Agent

102 & 103 Donahue Block

REGINA, SASKATCHEWAN

Stock carried at Winnipeg, Regina and Saskatoon

foresight fights his battles before the time. He is ready to meet any and every emergency, and when the rush comes he meets it with a smile—and produces the goods. He buys early and sees that the goods are delivered before the rush takes place. He is waiting and he is ready—and he makes money while the unprepared dealer can only make excuses.

Farm Machinery in West Russia

In Riga, in Western Russia, upon the Baltic, the International Harvester Company have for a long time done a considerable business in harvesting machinery. During the past five years the price of this type of farm machinery has been greatly lowered. Now the farmer pays for a 6-foot binder, \$170; 5-foot reaper, \$85; 4½-foot mower, \$61.80; 8-foot hayrake, \$26.80; 9-tooth harrow, \$10.30. Terms of payment are 25 per cent cash on delivery of machinery, 35 per cent at close of first harvesting season and forty per cent at close of second season. The credit extends practically over a period of two years in most instances.

The International Harvester Company have a large establishment in Riga, where repair parts and stock valued at \$1,000,000 are kept, the stock varying according to the necessities of the country. Experts are kept there, who set up the machinery, which is invariably imported in a "knocked-down" condition.

The demand in Western Russia for large engines for milling and electric lighting purposes is partially met by the Harvester Company, which furnishes a 300 h.p. anthracite gas generating engine, also naphtha-burning engines, manufactured at their own plant near Moscow, the ancient capital of Russia.

Sweden has the greatest field of importation into Russia in so far as small engines are concerned, as that country supplies the Russian market with engines adapted for threshers, cream separators, etc. German-made engines are also imported in considerable quantities. A few "auto buggies" were imported from the United States, selling in West Russia at \$1,158, but these do not meet favor as the roads are cobble-paved and are very rough, many axles breaking in all types of vehicles.

9-49-99

A hardware dealer in North Dakota turned a quantity of slow moving stock recently by a 9-49-99 sale that lasted for a week. His system of advertising these numbers was as follows:

These mystical numbers were advertised for two weeks without any explanation accompanying them. In the papers the numbers were printed in the centre of a large white space; through the locals, single lines were run with these numbers, and "9-49-99" stared from bill boards and telephone poles at the farmers who drove into town. Then another week advertised a sale of goods at 9c, 19c, 29c, 49c, and so on, every price containing a "9." The dealer saw from the day his first advertising appeared that the sale was going to attract wide interest; and so he sent in a hurry-up order for a lot of low-priced novelties and staples, regular 5 and 10-cent store articles.

In the one week the merchant not only turned nearly all his slow moving stock at cost, or little better, but cleared about \$115 in profits on his other sales.

Procrastination lead to Hades being over-crowded.

METALLIC SIDING

FOR
Houses, Stores, and
Outbuildings



Produces a handsome effect at a surprisingly low cost.

Durable. Fireproof. Weatherproof.

Write for free illustrated Catalogue

DEALERS AND AGENTS

get in touch with us to-day and take up the sale of this line. No Stock to carry. Sell from Catalogue and Samples.



THE METALLIC
ROOFING CO.
LIMITED.
MANUFACTURERS.
WINNIPEG, MAN.

Head Office: TORONTO, ONT.

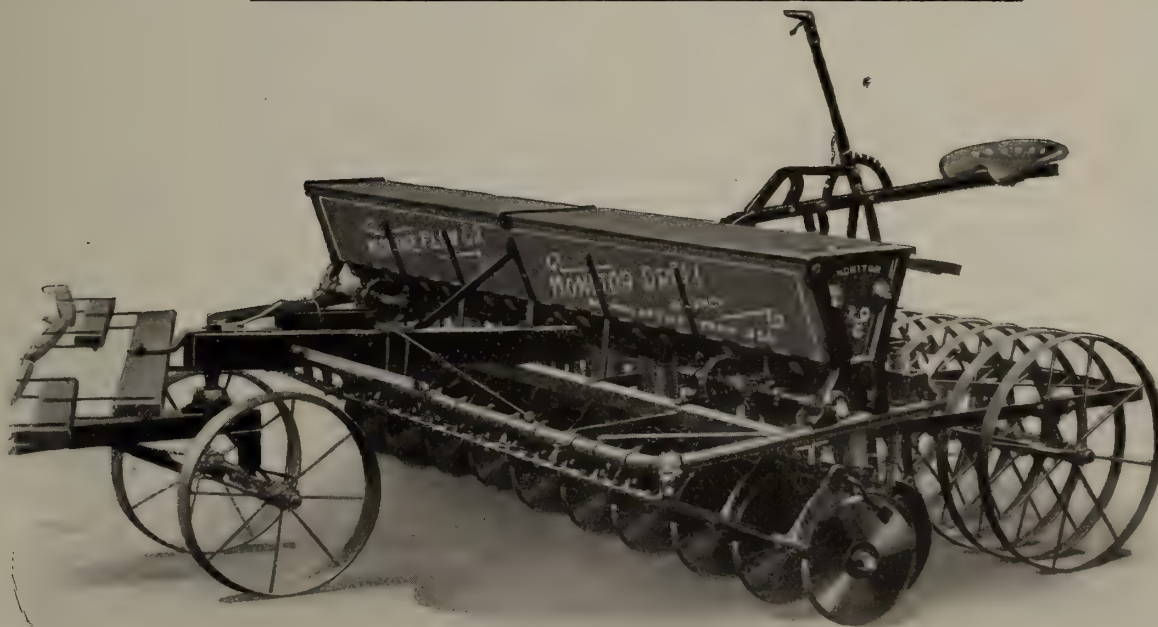
C54

Monitor New Low-Down Press Drill

Made in Double Disc, Single Disc or Shoe



The
Very
Latest
Seeding
Machine
of its
Kind
Manu-
factured



The only
Low-Down
Press
Drill
Having
Inter-
Changeable
Parts
with High-
wheeled
Drills



And Remember They Are "Monitors"

Write us for terms, prices and full descriptive matter

Canadian Moline Plow Company

WINNIPEG

REGINA

CALGARY

EDMONTON

Steel, Implements and Peace

In the engineering world the demand for steel and iron usually denotes activity in any particular branch from which the demand emanates. This being so, the outlook for the production of agricultural implements must be excellent for the present year, since agricultural implement manufacturers have placed orders for plates and bars largely in excess of the stock ordered during 1912. The orders also are being placed far earlier than is usual, since, normally, the first enquiries reach the steel and iron manufacturers about the beginning of April. For the first time in the history of farm machinery production the consumption of iron and steel will exceed 1,000,000 tons. This is certainly indicative of prosperity in the farming communities of the world, despite all the talk which is heard regarding the shortage of money through wars and rumors of war between different nations. The most true trend of the world's civilization will be when the immense amount of iron and steel, that today becomes rifles, heavy guns and warships, will be turned into agricultural implements and machinery. Peace has victories far greater than those of any war, and the bloodless conquest of the soil is the greatest victory that the world has ever seen. An ancient Book enjoined humanity to turn their spears into pruning hooks, and for 2,000 years the spears have still kept the ascendent. The useless millions wasted in warfare, the lost lives, the blighted homes, should become things of the past. We pride ourselves on being a civilized race, whereas we are more a race of living paradoxes. On the one hand, a man is striving to make an impregnable armor plate or a deadly high-velocity rifle that will send a bullet smashing through the body of a man one-and-a-half miles away. On the other hand, a scientist studies, experiments and tests so that he may produce a culture or chemical fluid that will slay the deadly germs of cancer or consumption. The untilled acres of the earth are large enough for all, and in the waste places are waiting tracts of fruitful soil upon which men could work and live and raise crops for their children. Instead of which do we not see these men marching with knapsack and rifle, following the ghastly chimera of Glory, and too often finding Death instead. The



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, APRIL, 1913.

great earth is awaiting her children and on her bosom can peace and contentment be found just as soon as mankind forgets its pagan and savage side and realizes that nations rise to higher levels upon the paths of Peace than ever they will over the tear be-dewed trails of war. More than nineteen hundred years ago the Saviour of mankind died for the sake of Peace. On the symbol of his slaughter we have pinned our Christian faith, but the symbol is forgotten and His life seems to have been sacrificed in vain. Strife, rapine, warfare, bloodshed! If these be the signs of civilization, then we are poor products. The world seems to go on unheedingly, but surely the day will come when the spears shall be forged into pruning hooks, the swords to plow shares; and a clarion voice shall say to all nations the words that will be the greatest military order ever voiced: "Lay down your arms!"

Selling Spreaders.

The spreader does not get the attention it should from the dealers of Western Canada. We have depended, and still are depending, to far too excessive an extent, on the natural fertility and productiveness of our soil, yet as surely as the sun rises we will

yet confront the day when artificial manures will have to be used to stimulate and nourish the vitiated soil of our Canadian West. The manure spreader is a useful, labor saving and profitable machine, and one that quickly repays the farmer for his initial outlay. Its utility is easy to realize when we consider its action compared with the old method of shaking and spreading manure by the pitchfork. The manure, leaving the spreader, is put upon the ground evenly and uniformly, covering all parts of the field and benefiting the area in an equal manner. In parts of the field that require more or less manure, as the case may be, the machine can be regulated to throw the manure thickly or thinly as required. In either case its work is far superior to the system of hand spreading, apart from the immense saving of time.

Possibly the greatest value of the spreader is its ability to shred the manure, distributing it in an even layer of small particles, so that the soil surface absorbs every atom of the manure that comes in contact with it. By means of the spreader a load of manure will give far more beneficial results in crops than will the same amount of manure spread by hand. Authorities go so far as to state that six loads spread by the machine give as good results in the grain or po-

tato bins as three times the number of loads if forked on the surface in the old way. Obviously the spreader cannot increase the fertilizer value of the manure, but it certainly can give a far greater percentage of fertilizing value in a given area. As a labor saver it cannot be compared with the hand spreading system, and thereby it saves the farmer a great many dollars, a point which the dealer cannot too strongly emphasise. Hand spreading at any time is hard and disagreeable work, apart from the mere question of time and the over manuring of parts of the field, and driving the spreader is a far more pleasant operation. The live dealer should acquaint himself with this class of implement, for right now in many districts where mixed farming is being engaged in there are great opportunities for the sale of spreaders. If we continue to grow grain without sufficient rotation, even the alfalfa growing theory will have its end to meet, and the proper manuring of the soil will be as necessary as it is in the farms of the East, where the soil must be stimulated to encourage the growth of a respectable yield per acre.

Tablets of Life.

Graven upon tablets of stone that stand in the vast vaults of eternity are the deeds and misdeeds of mortal men. We are all mortal, and each of us has a tablet among that vast multitude. We can only trust that carved upon our tablet the record may be good to look upon, that every graven line sets forth some accomplishment. And, beyond that trust and hope we have a still greater. Whatever be the past, before us lies a tablet with a blank and polished surface. In every month ahead of us there will appear etched upon that surface each earned success, each deed, each misdeed. And when the close of another year in the tale of our lives comes, may we find with it a great peace; may we be able to stop and reckon back and to smile with pleasure at the sight, while over our soul steals a sense of happiness and good content such as can only be found through work, hard work; a job well done. For, after all, the only true and abiding happiness that we have, passing the happiness of the love of woman, is that quietude of soul that is our reward when we desist from

labor and look back at work well ended. From the first smile to the last kiss of our lives may we find peace and not war, silence and not strife, and love instead of hatred.

Combination and Insurance

Speaking at a convention of retail implement dealers, on the subject of implement dealers' insurance, Mr. Geo. Duis made the following pertinent comments. As an official in the Implement Dealers' Mutual Fire Insurance Company, his words are all the more significant. He said: "I have been asked on numerous occasions why we do not have more implement risks, and I frankly admit that I can not answer the question. It seems that it requires a greater effort to get the average implement dealer to take out insurance with us than it does to get any other commercial risk, and the only way that I can account for this is that the average man who insures thinks that our Company is not strong enough, and that if there should be a disastrous fire in some of the larger cities in our state that the Company might be unable to pay its losses. I can show you that it is impossible to break a company that does business on the lines that our Company is doing, at least it has never been done up to this time. The insurance business has been an immensely profitable business.

I have stated that there are about one thousand implement dealers in this territory. If we had a \$2,000 risk from each one, we would have \$2,000,000 in force, and that is all the business we can take care of conveniently and economically. I trust that you will make it your business to help us get some insurance from every reliable implement dealer in this territory.

This Company has been organized by the energy and ability of the implement dealers and through the efforts of your association, and we want to serve you in the best and biggest way we can, and those of you who have no insurance with us we invite you to make application, and if your risk is worthy you may be sure that it will be accepted."

In the territory of Western Canada the number of retail implement dealers exceeds, if anything, the number mentioned in the excerpts from the above speech. Yet, what proportion of these implement dealers consider

this point of insurance, and how many not belonging to the Interprovincial Retail Implement Dealers' Association could form an organization of dealers that would overshadow for numbers, any such body south of the forty-ninth parallel? With even sixty per cent. of the dealers doing business in Western Canada we should have a body that would command respect, and that would ensure steady progress by co-operation and combined effort.

Change Your Local Ad.

In a speech at a recent convention of implement dealers, a member made some very true remarks regarding changing copy in the weekly local paper. These remarks are worthy of the notice of every retail dealer who carries an advertisement in his local organ. He said:

"Now, when it comes to arranging copy for a change of advertising each week, which we consider one of the most important features of newspaper advertising, that is not so easy and requires a little systematic attention. Your copy should be ready not later than Tuesday morning. It is quite easy to fall into the habit of putting it off until the printer calls for it and then telling him to call again, which he does, and you are still not ready, and besides, you feel like swearing at him a little for even expecting you to write an ad. in a minute; and how often have you told him, 'just run last week's ad. again,' rather than bother writing a new one? This is all wrong, and, handled in this manner, cannot give a full measure of satisfaction. You would like to hire a clerk and when he came to you for instruction as to what to do, angrily tell him, 'I'm really too busy to tell you today, just do what you did last week.' Still, you are paying for this ad. and in the same kind of money you are paying that clerk.

Does the printer care? Of course, he doesn't. It is much easier for him to run the old ad. week after week, but, strange as it may seem, outside of politics, newspaper men are honest with their patrons, the big majority of newspaper men, I mean, and they know that careless advertising is wasting money. So they bore you for fresh copy and spend time waiting on you which to them is really valuable, as a newspaper, like a railroad, must be run on schedule."

Manager Returns to the West.



O. F. Berkey

The above gentleman, whose photograph we reproduce, has been re-appointed to the important position of Western manager for the Canadian Moline Plow Company. Mr. Berkey is no stranger to Winnipeg and Western Canada, since, in August, 1908, he succeeded J. Bugee, who formerly occupied the post. From that date, for some two-and-a-half years, Mr. Berkey acted as manager of this concern, when he was transferred to Omaha, where he has since then occupied the managerial chair of the Nebraska Moline Plow Company. From that city he now returns to his former position in Winnipeg, where he is assured of a cordial welcome by the cohorts of the implement trade in this city, and also by the many dealers with whom he is acquainted. Before his first appointment to the Winnipeg branch, Mr. Berkey was connected with the Minnesota Moline Plow Company, of Minneapolis, as assistant manager, consequently he has a wide knowledge of the implement business on both sides of the international boundary, having been connected therewith during all his business career. Genial, and of a kindly and unassuming personality, we are glad to welcome him back to his former field of action in Western Canada.

Proportion your expenses to what you have in possession, not to your expectations.

The success of every man hinges right on one thing—to pick your men to do the work.

Because a girl is pretty is no excuse for her to consider herself the whole peach crop.

Personal

O. Howe has opened an implement business at Kandahar.

H. L. Law has started into the implement business at Briercrest.

A. Reimer has commenced an implement business in the town of Wymark.

Thomas E. Robinson recently opened a new implement business at Lewvan.

Charles Leach has opened a new implement concern in the town of Colfax.

Mabley Bros., implement dealers at Kelwood, have sold out to John Crawford.

A new implement concern in Sunnyview was recently opened by Williams Bros.

G. W. Stark recently opened a new implement business in the town of Talmage.

F. H. Shaver has commenced an implement business in the town of Limerick.

C. E. Skelding has opened a new automobile agency in the town of Pipestone.

E. H. Palmer has succeeded C. T. Whinery in an implement business at Bladworth.

Bowles & Munro is the name of a new implement firm doing business at Avonlea.

A. H. Culbert recently hung out his shingle as an implement dealer at Shoal Lake.

Schollard & Hegy, implement dealers in Carlstadt, recently suffered a slight loss by fire.

A new implement store was recently opened in Barons, the owner being Sam Nelson.

Turner & Glover are two implement men who have opened an implement stand in Invermay.

E. R. Dell has bought out the implement business at Spy Hill, formerly carried on by J. Brill.

J. J. McGhie has bought out the implement stand at Oak Lake formerly run by W. Cochrane.

H. A. Hunt is an implement dealer who has recently gone into business in the town of Dilke.

Burman & Sharpe is the name of an implement duo who have commenced operations in Cabri.

Steel Bros., have bought out the implement business at Venn, formerly carried on by R. J. Fringle.

R. H. Matthews has sold out his implement business at Bengough to a dealer named W. J. Wheeler.

Driedger Bros., implement dealers at Rush Lake, have sold out their business to a firm trading

under the name of Reimer & Weibe.

R. F. Allison has bought out the implement business at Young, formerly under the control of E. G. Street.

A new implement concern was recently opened at High River by two partners named Williett & Collinson.

Cran & MacGill have taken over the implement business in Deloraine formerly carried on by J. C. Reid.

E. A. Moerike has enlarged the business world of Drummer by opening an implement store at that point.

A new automobile concern—the Standard Auto & Supply Co.—has commenced operations in Saskatoon.

Robertson Bros. have bought out the implement business at Avonlea, formerly carried on by John Shea.

R. J. Holmes has bought out the implement business formerly carried on by A. G. Hogg, at Moosomin.

D. E. Gerber has increased the business activities of Consort, by opening an implement business at that point.

F. E. Griffith, an implement dealer at Rush Lake, is increas-

ing his business by opening a branch in the thriving town of Morse.

A new implement concern was recently opened at Shortoaks, the Company being entitled W. Toupin & Co.

Jacob Knelson has enlarged the business possibilities of Marx, by opening an implement store at that Western point.

Westgate & Penner, implement dealers at Francis, have sold out their business to one of the partners—J. D. Westgate.

Shand & Steele is the name of two partners who recently opened a new implement concern in the town of Colfax.

D. C. Archibald recently entered the implement field at Expanse, opening a retail implement business at that point.

Beischel Bros., auto dealers, have recently enlarged the business section of Mitchelton by opening an implement store at that Western point.

F. W. Smith has sold out his implement business at Radville to a firm of implementarians known as McCuig Bros.

Jacob P. Loewen has enlarged the business energies of Lowe Farm, by establishing an implement stand in that town.

The firm of Pitt & Mead, implement dealers at Pierson, has recently been disintegrated. Each of the former partners has now commenced an implement business on his own account in that town.

R. McSweeney has bought out the implement business at Cupar formerly managed by a firm known as Harper & Son.

H. O. Hammond has taken over the implement business at Chaplin, carried on aforesaid by a dealer named Harry Ensor.

The firm of Forcier & Murphy, Lampman, has been broken up. In the future the business will be carried on by Murphy Bros.

Daniel O'Connor—'tis a good Celtic cognomen—has sold out his implement business at Webster to a dealer named L. Pettis.

C. B. Sheldon has enlarged the business possibilities of Herbert, by opening a retail implement business in that Saskatchewan town.

The Triple Tread Manufacturing Co., of Winnipeg, have been granted authority to increase their capital stock from \$50,000 to \$100,000.

The implement business at Verwood, has been enlarged recently, a new firm, Guthrie &

Russell, having opened a store at that point.

G. Winters has enlarged the business section of Kipling by the commencement of an implement business at that thriving Western Point.

Outlook as a town looks good to two implement dealers—Reynolds & Speers—as they have opened a new machinery and implement store at that point.

W. J. Douglas is extending his implement business at Briercrest, and in the same centre, Hugh L. Low has bought out the implement store of A. E. McCaul.

Beischel Brothers, auto dealers, etc., in Weyburn, have enlarged their business by the introduction of a partner. They will now be known as Beischel Bros. & Schoenleben.

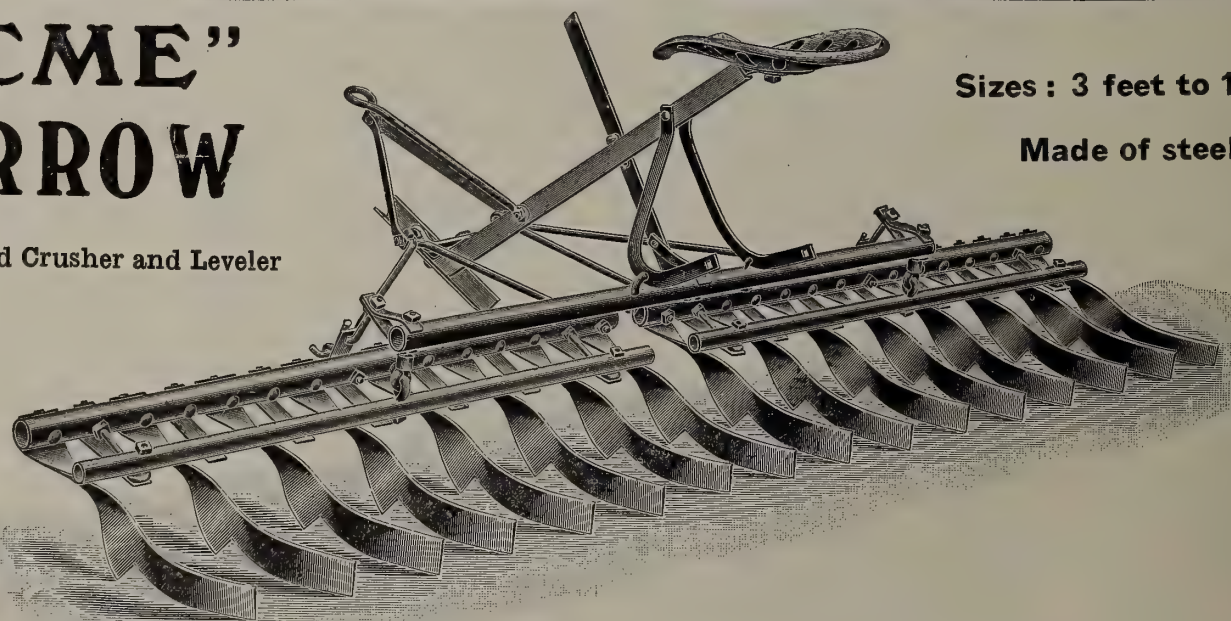
Carson, Morrison & Watson Co., of Ituna, who carry on a hardware and implement business, have sold out their implement department to a dealer named James Elliott.

It is not very easily pronounced, but we wish to state that Steinke & Hindrichs have taken over the implement business at Watson formerly controlled by a dealer named O. E. Volding.

(Continued on Page 24)

"ACME" HARROW

Pulverizer, Clod Crusher and Leveler



Sizes : 3 feet to 17½ feet wide

Made of steel and iron

Makes Good Wherever Used. No Matter What Kind of Soil.

Ask any Farmer who has used one.

No other Harrow Cuts, Crushes, Turns, Smooths and Levels at one operation

The "Acme" will prepare all soils equally well for General Farming, Alfalfa and Grain, and will do it better than any other Harrow

"ACME" means Success and Prosperity. Write our General Agents for Catalog, Prices and Territory.

General Agents: **JOHN DEERE PLOW CO., LTD.**

Welland, Ont.

Calgary, Alta.

Regina, Sask.

Winnipeg, Man.

Saskatoon, Sask.

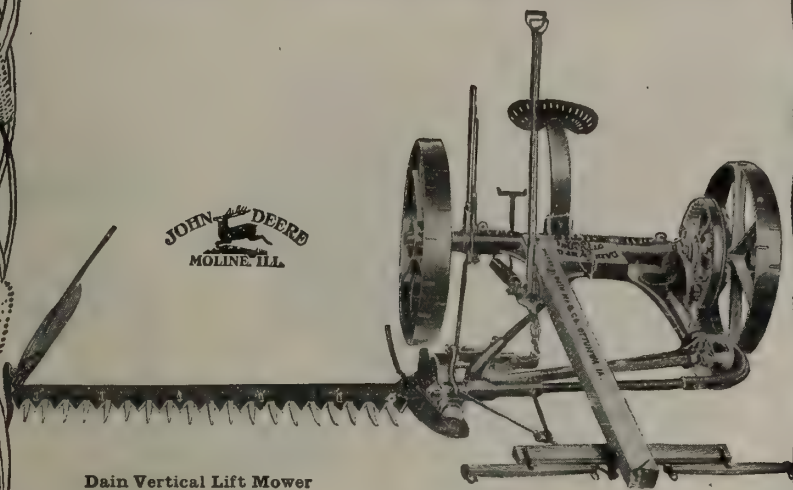
Lethbridge, Alta.

Manufactured by

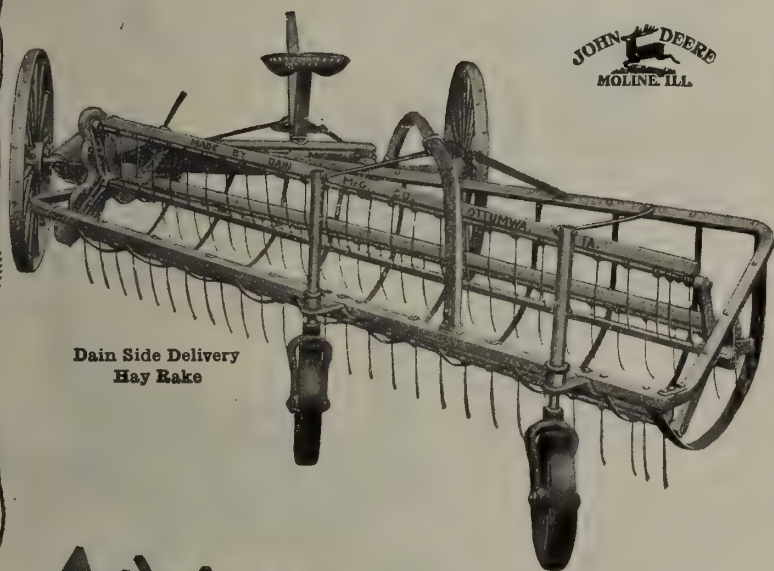
Duane H. Nash, Incorporated
307 Division Avenue, Millington, N.J.

DAIN

Hay Making Tools



Dain Vertical Lift Mower



Dain Side Delivery Hay Rake



Dain 8-Foot Hay Loader

DAIN

Hay Making Tools

EVERY time you sell a mower, rake or hay loader that gives entire satisfaction, you are doubly benefited—your customer is pleased and will come back for other implements when he needs them; he will also help you make sales to his friends and neighbors.

Back of every Dain implement is more than a quarter century's continued success, together with the reputation of all John Deere Goods—the best the market affords.

Dain Vertical Lift Mower

STRENGTH, ease of management, durability, light draft and superior cutting qualities characterize Dain Mowers. Frame made from one solid piece of iron. Only three pieces comprise the gear mechanism.

A coil spring working with the lifting apparatus makes control of the cutter bar either by hand or foot-lift very simple.

A small boy can easily lift the bar for turning corners or passing obstructions and can raise it to a vertical position for transporting without leaving the seat.

Dain Mowers cut easy and clean at all times.

Dain Side Delivery Rake

IT works around the field the same as a mower, gently gathering the hay into loose fluffy windrows through which the air can circulate freely. Hay raked with Dain Side Delivery becomes thoroughly air-cured and not sun-burned and discolored. None of the feeding value is lost.

Two swaths of hay are raked at a time. Two windrows may be laid together for convenience when loading with a loader. The raking is notably clean.

The reel on the Dain Side Delivery consists of three bars on which flexible teeth are mounted. It revolves slowly and uniformly. The teeth have a forward and upward movement which picks up the hay instead of dragging it along the ground.

Dain Side Delivery Rakes will not wrap or wind with hay. They will rake light or heavy hay equally well without picking up trash.

Dain Hay Loader

WITH a Dain Hay Loader, one man can easily load a wagon in a few minutes. The "force-feed" delivery pushes the hay forward on the load within easy reach.

Dain Hay Loaders enable the user to harvest his hay in less time with much less help.

All parts are hammock-mounted and slow-driven. Consequently, Dain Hay Loaders are light draft and easy to operate.

Being mounted on wheels lessens the draft. This, with many other light-running qualities, explains why the Dain requires less power to operate it and is the most popular Rake Bar Loader built.

Couples to any height of wagon without any adjustments.

The ground wheels are set under the deck. Therefore, Dain Hay Loaders can be operated up close to obstructions and will gather all the hay cut by the mower.

As a chain is no stronger than its weakest link, likewise the implements you handle should all measure up to the highest standard—John Deere Implements have been the standard for more than two generations

John Deere Plow Company, Limited

Winnipeg

Regina

Calgary

Edmonton

Saskatoon

Lethbridge

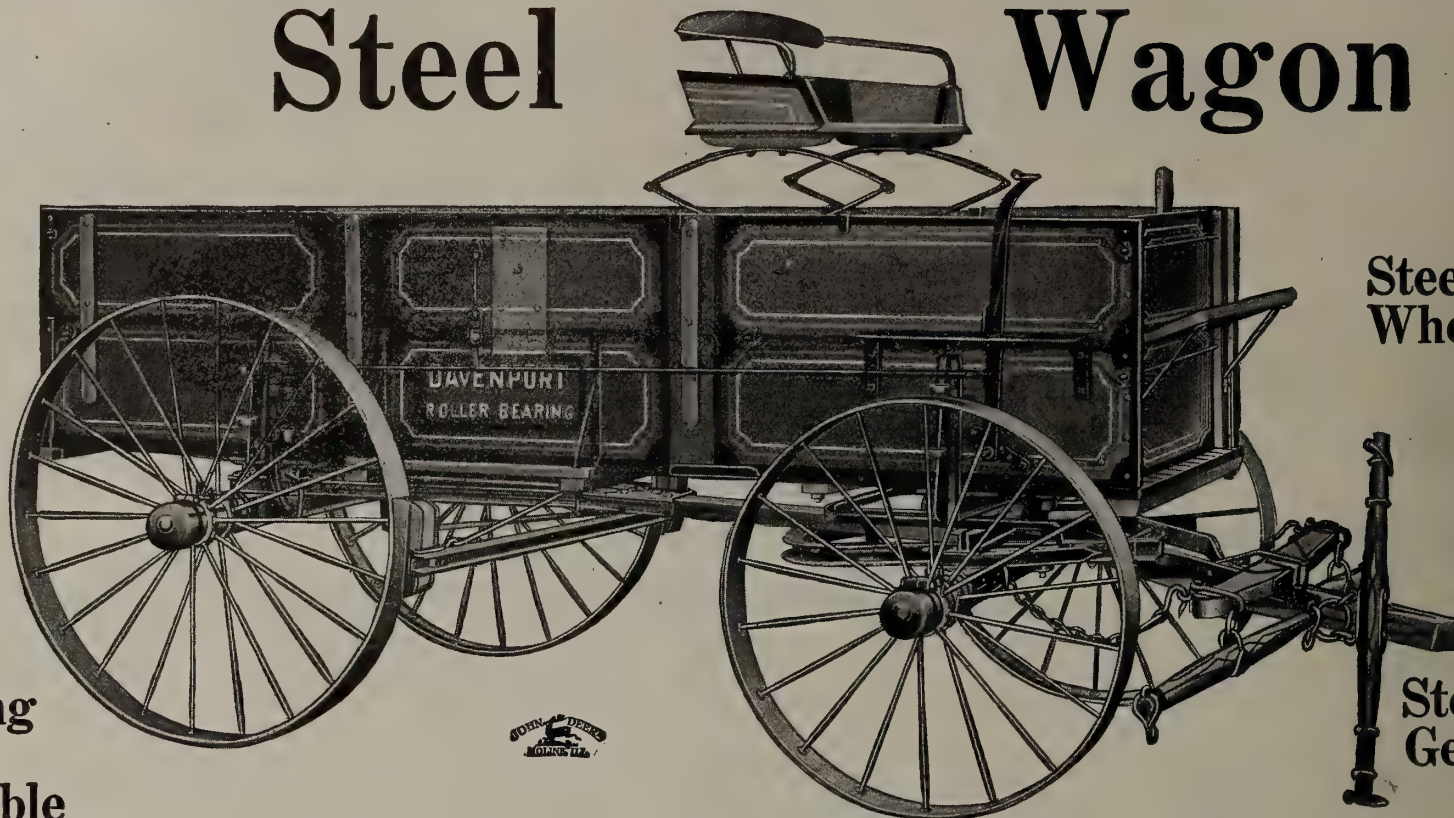
Davenport Roller Bearing Steel Wagon

Roller Bearings Reduce Draft 30% to 50%

Steel Wheels

Strong and Durable

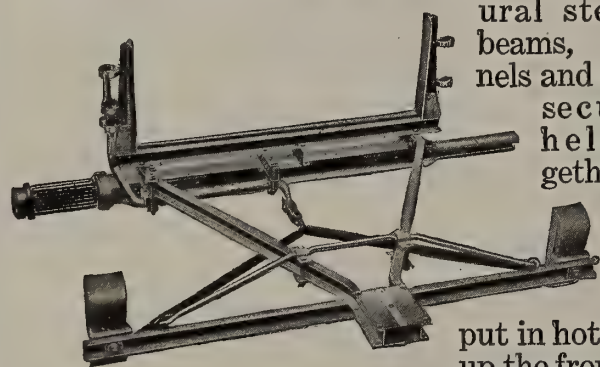
Steel Gears



Built Like a Bridge

Like the modern steel railway bridge, the Davenport Wagon is built for the heaviest lifetime service. Structural steel I-beams, channels and angles

The tires run flat on the ground and straight ahead—not on their edge as is the case with the ordinary wagon.



securely held together by large steel rivets

put in hot make up the front and rear gears.

Davenport Running Gear cannot become loose and rattle. It is not affected by changes in the weather. It does not dry apart or rot. Each gear remains practically one piece.

Strongest Wagon Wheels Made

Steel wheels on the Davenport Wagon are made with a tension. Each spoke carries its share of the load all of the time and not only when it is the under spoke. Davenport Wagon wheels are stronger and will last longer than any other wagon wheels made.

No Bolts or Nuts to come loose
No Tires to Reset
No Cracked Hubs
No Split Felloes
No Broken Axles
No Repair Bills

Light Draft
Strong and Durable

Roller Bearings—Light Draft

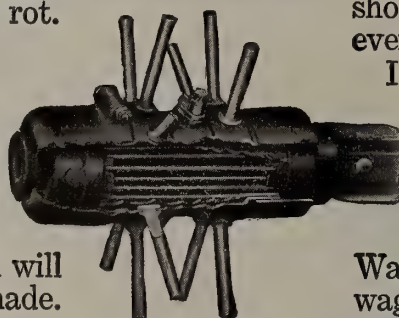
That roller bearings reduce draft is generally known. Straight roller

bearings on the Davenport make it the lightest draft wagon on the market.

Even after years of use these roller bearings show no appreciable wear. They are practically everlasting.

It is not necessary to take the wheels off to oil a Davenport. Just push back the cover of the oil cup and squirt in a few drops of oil; the cover closes automatically.

There are other features that you have to offer your trade with the Davenport Wagon that the farmer cannot get on any other wagon made. Ask us about them.



Wagon competition is the hardest competition you have. With the Davenport Wagon you offer your trade something that your competitor cannot meet. The Davenport Wagon gives you what you have not been having with other wagons—the chance to make a fair profit on wagon sales.

Have you read "When the Going Is Hard"? It is a little book, well worth your time to read. Tells all about wagon construction. Ask us for it.

John Deere Plow Co., Ltd.,

**Winnipeg
Edmonton**

**Regina
Saskatoon**

**Calgary
Lethbridge**



Roller Bearings
Light Draft



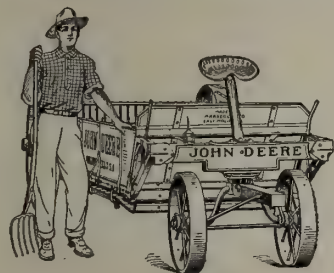
JOHN DEERE SPREADER

The Spreader with the Beater on the Axle

WITH the John Deere Spreader on your sample floor you will have the spreader business in your locality coming your way. It is so great an improvement, so radically different and so much more simple than any other spreader made that, after a farmer once sees it, nothing can induce him to buy an old style "high-up" machine.

Revolutionizing the Spreader Business

IMAGINE a manure spreader without any chains; with all the clutches and adjustments removed; one that has no extra shaft for the beater, no stub axle or counter shafts; one on which the parts that drive the beater all surround the main axle and are within a distance of twelve inches from it; one that, besides being of much lighter draft than any other you have ever seen, is so low down that it is only necessary to lift the manure as high as your hips when loading. Imagine all that and you have some sort of an idea what this new John Deere Spreader is like.



Only as High as Your Hips

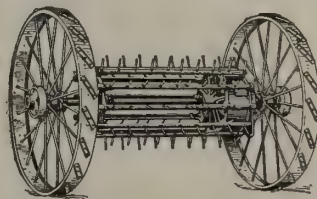
It takes all the strains and stresses of spreading off the frame of the spreader and the side of the box. It makes the John Deere Spreader the simplest spreader on the market. (There are 150 to 200 less parts on the John Deere Spreader than any other spreader made.)

Easy to Load

The first three feet manure is lifted are the easiest of all. The real hard work begins from that height to the top of the ordinary spreader.

The Beater on the Axle

Mounting the beater on the axle makes the John Deere Spreader possible. It does away with chains, clutches and adjustments. It eliminates stub axles and counter shafts that constantly work out of line and give trouble.



The Beater on the Axle

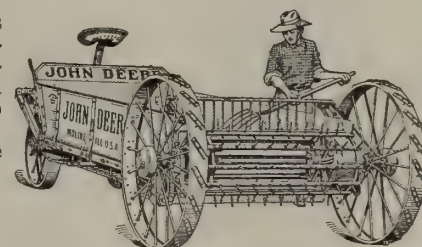
John Deere Spreader sides are only as high as your hips and the wheels do not interfere with the loading. The whole side of the spreader is available for that purpose. You can see where each forkful goes.

The John Deere Spreader is so designed that no adjustments are necessary. There is practically no use for tools. One simple wrench, however, is furnished and that only for tightening up nuts.

Farmers appreciate these things.

Less than Two Hours to Set It Up

What you appreciate is that, after you have set up one or two of these spreaders you can set up a carload in the length of time it takes to set up two ordinary spreaders.



Light Draft and Easy to Load

Photographic setting-up instructions are furnished with each machine, illustrating the simplicity of each operation. Prove it to yourself, ask our traveler or write us direct for a copy of these photographic instructions. We will be glad to send them to you promptly.

Remember This

The John Deere Spreader is the greatest improvement in manure spreaders since their invention—and the best of it all—this fact is so plain that farmers quickly appreciate it. It requires practically no effort to sell a John Deere Spreader at a fair margin of profit.

Control the Spreader Trade

Get the agency for the John Deere Spreader and get it quick. With it you will have absolute control of the spreader business in your community. You are guaranteed that this control will be permanent by the fact that we own broad basic patents which still have a long term of years to run, covering the method of mounting the beater on the axle, as well as the other important features. Don't wait to reduce your stock of old style spreaders. Take it up with us at once.

John Deere Plow Company, Ltd. - - - **Winnipeg**
Regina Calgary Edmonton Saskatoon Lethbridge

(Continued from Page 20)

The implement firm of Knudtson & Olson, Fenwood, has sustained a change in its management, O. Knudtson continuing the business single handed.

J. E. Brewer has sold out his implement business at Somerset, while in the same town S. J. Girardin has taken over the implement business formerly carried on by A. Cadoreth.

D. O. Barrett, M.E. has been appointed works superintendent for the Heer Engine Company. As a widely trained engineer, Mr. Barrett should prove the right man for the position.

The International Harvester Co., have obtained a suitable site in the east end of Swift Current, and will commence to build a warehouse and a large erecting shed almost immediately.

E. Strachan, manager for the John Watson Manufacturing Co., at Winnipeg, is at present in the south for a vacation. We trust that Mr. Strachan may return to his desk with renewed vigor.

G. M. Harris has sold out his implement business at Wauchope to a dealer named William Bushel. This dealer has an excellent name for any farming district and we wish him success in his venture.

J. C. Bevan, general sales manager for the Ontario Wind Engine & Pump Co., with headquarters at Toronto, recently paid a flying

visit to St. Paul and Minneapolis in the interests of his Company.

O. A. Anderson, an implement dealer at Viscount, has recently extended the scope of his business by admitting two partners. The firm will now trade under the names of Anderson & Begg Bros.

Arthur Kelly believes in keeping the family in the business, as he has taken his brother into partnership in his implement business at Hardy. The duo will do business under the sign of Kelly Bros.

James Crooks, formerly connected with the De Laval Dairy Supply Co., in Alberta, recently joined the sales staff of the Ontario Wind Engine & Pump Co. His headquarters will be in Moose Jaw.

Evidently John McFadyen, of Parkberg, finds that planks are a better business proposition than are plows. John had a lumber and implement business, but has sold the implement side to a dealer named J. A. Upton.

Lee G. Kelly, formerly representative of the Ontario Wind Engine & Pump Co., at Wetaskiwin, which post he held for a number of years, recently joined the road staff of the above Company, having his headquarters at Saskatoon.

The Renfrew Machinery Co. have removed their headquarters

from Winnipeg to Saskatoon, where they have secured offices in the Willoughby-Sumner block. The western business of this Company will continue under the able direction of E. Ellwood.

H. D. Mewhirter, manager of the Winnipeg Rubber Company, has been busy during the last month organizing Western business for his company. At Saskatoon offices and showrooms will be located, C. S. Cordingley being appointed local manager.

The implement concern in Caron, trading under the heading of McBride & Co., recently sustained a change in its personnel. The previous organization was broken up, two partners now carrying on the business under the name of McBride & Battell.

A new Company, the Western Electric Manufacturing Company, has been formed in Winnipeg recently, G. G. Merrick being appointed sales manager. The organization will manufacture dry cells and regular ignition batteries. A factory has been secured at St. James, a suburb of Winnipeg.

The contract for the erection of the new \$150,000 warehouse for the John Deere Plow Co., on Albert and South Railway Street, Regina, has been given to Carter-Halls & Aldinger, contractors, Winnipeg. The building will be 113 feet by 125 feet and will have

five storeys and a basement. It will be of cement foundation and brick wall construction.

Armstrong & Halverson, who carried on a blacksmithing and implement business at Tyvan, have decided to dissolve partnership. Armstrong, as befits his name, will continue to pound the anvil, while Halverson will furnish the sons of the soil with the needful mechanisms for extending the dimensions of their wallets.

G. B. Wheeler has been appointed manager for Canada for the Hackney Manufacturing Co. Mr. Wheeler was for some years connected with the Winnipeg branch of the Canadian Fairbanks-Morse Co. It is announced that the Hackney Co., intend to establish a Canadian factory, the location for which, however, has not been definitely settled.

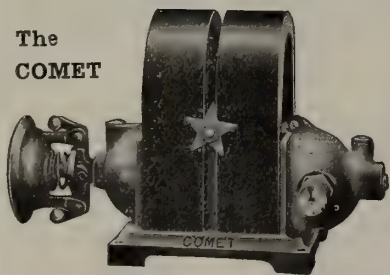
We understand that the Massey-Harris Company intend to build a large warehouse and office building at Swift Current, Sask. J. F. Lindsay, of Moose Jaw, will be manager at this new branch. The main building, it is stated, will be 83 feet by 130 feet, having a full basement. The construction of this new warehouse will proceed almost immediately.

J. M. Reid, western manager of the Ontario Wind Engine & Pump Co., accompanied by L. P. Winslow, Calgary manager for the same Company, attended the general meeting of their Company at Toronto, held on the 15th February last. They spent some time visiting the various factories of the Company at Toronto, Dundas and Aylmer, also visiting the works of the Chas. A. Stickney Co., at St. Paul, Minn., while on their way back to the West.

At the new site chosen for the Canadian Industrial Exhibition at Winnipeg, located at Kildonan, to the north of the city limits, the locations for the different build-

The Comet Magneto Holds First Place

The
COMET



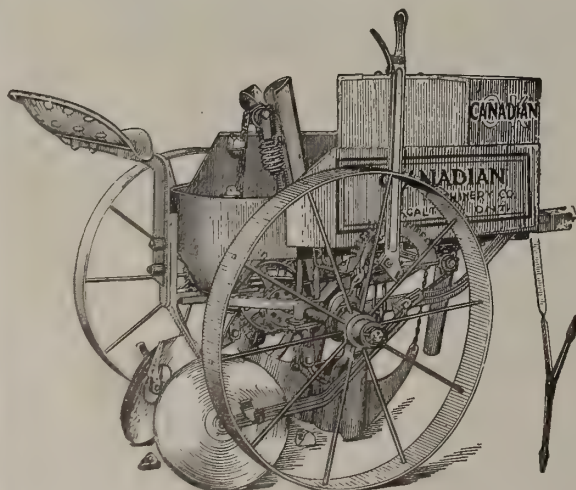
In the minds of hundreds of the leading Gasoline Engine builders, jobbers and dealers.

BECAUSE

of neatness of mechanical design, simplicity of construction and GREAT ELECTRICAL EFFICIENCY.

IT PAYS TO BUY THE BEST

HENRICKS NOVELTY CO., 1280 St. Paul St., Indianapolis, Ind.



O. K. CANADIAN Automatic Potato Planter No. 22

Requires only one man to operate. It opens the trench, drops the seed, covers it, and marks for the next row all in one operation.

INCREASE YOUR PROFITS

by O.K. Canadian Potato Machines. Every time you sell an O.K. Canadian Machine you add a satisfied customer to your list.

Cutters, Planters, Hillers, Sprayers, Diggers and Sorters.

— Write today for prices and terms —

Canadian Potato Machinery Co., Limited

Galt, Ontario

Western Agents: TUDHOPE-ANDERSON CO. Ltd., Winnipeg, Man.
Calgary Regina Saskatoon Lethbridge Edmonton Swift Current Brandon Yorkton

ings in connection with the exhibition have now been laid out. The building for transportation vehicles, automobiles, motor trucks, carriages, motor boats, etc., will cover a space of 80,000 square feet. The implement shed will have an area of 50,000 square feet, while 10 acres are set apart for steam and internal combustion engine tractors.

We had the pleasure of a visit the other day from our old friend John Glennie, of the firm of Glennie & Rogers, Macdonald. Mr. Glennie reports business as being quiet at present, but looks forward to a busy spring. Owing to the peculiar faculty of his firm for selling cutters right at the tail end of the winter, he stoutly adheres to his old theory, that if a dealer has a full stock on hand he can get business at the most incongruous moments, a theory that many dealers would do well to adopt.

Estevan seems to be rapidly becoming the nucleus of a prominent implement centre. The Emerson-Brantingham Company will locate an implement warehouse in that town with trackage on the C.N.R. This gives Estevan the J. I. Case Threshing Machine Co., the Rumely Products Co., the International Harvester Co., and now, the Emerson-Brantingham Company. This should make it an important distributing centre, and the eight miles of the C. N. R. system necessary to be built before the town has direct communication with that system are promised for this spring.

Reasons for Handling Magnetos

A large number of the implement and hardware dealers now handle magnetos although it took a long time to educate them to it.

The writer remembers one implement dealer carrying a sample gas engine on the floor for a number of years before it could be sold and this, of course, is the reason why dealers hold off carrying gas engines, because of the slow sale. However, this time is past. The gas engine is now a staple article in most communities with the hardware and implement trade. The magneto is a part of every up-to-date first class gas engine. Yet, strange as it may seem, a very small per cent of hardware and implement dealers carry magnetos in stock. Why is this? Some short-sighted dealer will say, "I will lose my profit on the sale of dry cells." And so he will, for the farmer who buys a magneto will buy very few, if any, dry cells, after he has had a first class magneto installed. But please remember, Mr. Dealer, that if you do not carry magnetos and will not sell them, the owner of the gas engine who wants one will go to the dealer that handles magnetos, or he will send direct to the manufacturer. The result is that the dealer not only loses the sale of dry cells, but he loses the profit he might get on the sale of magnetos.

One magneto manufacturer reports that one of his jobbers in the Western States sold over 600 magnetos in 1912, at a profit ranging from 30 per cent. to 50 per cent. on the investment. In other words, he would have had to sell 25,000 dry cells to make the same profit. What dealer wouldn't rather sell one article at a profit of \$2.00 than sell 40 at a profit of 5c. each? The comparative saving in clerk hire is too evident to need mentioning. No argument is intended against the handling of dry cells, because people will buy them and the dealer must carry them, but the argument is

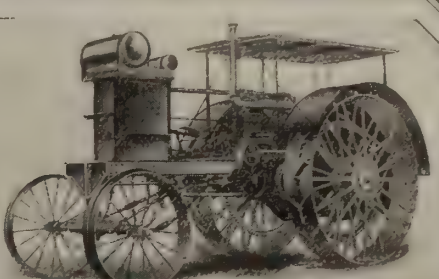
that the dealer should carry both. And a few wide-awake dealers have begun to see the signs of the times and are selling magnetos.

Why Cylinders Carbonize

Carbonization or fouling of the cylinders through the production of excessive amounts of carbon is due to the presence of too

much oil in the cylinder, either gasoline or lubricating oil. The quality of the lubricating oil has almost as much effect on its carbonizing effect as the quantity. If a motor carbonizes after the carburetor has been adjusted, and the best possible oil has been put in the crank case, too much of the latter is getting into the cylinders.

**OUR 1913 MODEL
STANDS FOR
QUALITY
EFFICIENCY
AND
SERVICE**



**NO DEAD WEIGHT IN THE
"FLOUR CITY" TRACTORS**

THE four cylinder vertical motor admits of minimum weight without sacrificing power.
THE large diameter drive wheels admit of minimum weight without sacrificing the draw-bar pull.
THIS combination embodied in the "Flour City" won the Gold Medals in the Winnipeg Contests and established a reputation in the field that no other tractor has equalled.
The 1913 model burns gasoline, kerosene or distillate.
 It is correct in design, simplified in construction, and the most complete in details.
BUILT in three sizes—20, 30 and 40 H.P.
 If interested send for Catalog, and dealers' proposition.
Kinnard-Haines Co., 830 44th Ave. N., Minneapolis, Minn.

FLOUR CITY TRACTORS



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000,

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont., Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta., Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

The Western "Fence" for the Western "Dealer"



You can recommend our Fence and Gates with thorough confidence.

There is not a better and stronger Fence made in Canada.

It is manufactured from the heaviest and best galvanized wire, every rod of which we **guarantee**.

Write for our price list and illustrated catalogue and see for yourself.

THE GREAT WEST WIRE FENCE CO., LTD.

76-82 Lombard Street

WINNIPEG, MANITOBA

Distributing Agencies:

EDMONTON, Alta.: Race, Hunt & Giddy. CALGARY, Alta.: Reynolds & Jackson.
 SASKATOON, Sask.: The Plasterers & Builders Supplies Ltd

Winnipeg Manager Retires

R. Mackay, manager at Winnipeg for the Canadian Moline Plow Company since the commencement of 1911, now severs his connection with the plow concern. He leaves Winnipeg for Minneapolis where he will embark in a business connected with the fitting of office interiors. Mr. Mackay has been in the implement business for about fourteen years, commencing with the Minnesota Moline Plow Company at Minneapolis. With them he advanced steadily, finally occupying the position of assistant manager of the Minneapolis house.

Exceedingly popular with the implement trade in Winnipeg, we cannot but regret the passing of Mr. Mackay from our midst. Only last January he was elected president of the Winnipeg Wholesale Implement Association, a post for which he was admirably adapted.

A Tractor Catalogue

We have recently received from the Hart-Parr Co., of Charles City, Iowa, their 1913 catalogue and a booklet entitled "How Two Farmers Succeeded." The catalogue of this concern is a most handsome publication, containing many fine photo-

graphic reproductions of the Hart-Parr Gas Tractors in operation. Many detail views of the engines are shown, and the text embodies a clearly written description of the different details that go to compose this successful tractor. A sectional view of the engine mechanism is most interesting, the great accessibility of all the various parts being especially noticeable. The booklet mentioned above is a short sketch of how two farmers got ahead by the adoption of the tractor to their needs, and its perusal should place many valuable selling arguments in front of the Hart-Parr dealer. Both the catalogue and the booklet will be sent to any address on request to the Hart-Parr Co., Charles City, Iowa, U.S.A.

Insurance and Fire Losses

One of the most important sides of the Interprovincial Retail Implement Dealers Association is that of insurance. The insurance policy of the organization is excellent and should appeal to every level-headed implement dealer. Fire insurance is an essential for every business, and a scrutiny of the figures given below should prove this point. We have compiled a list of a few of the fire losses which occurred in Western Canada during the

latter part of the month of February last, and the beginning of March, in each case giving the town, business and amount of insurance involved.

Redcliff, Alta.—Redcliff Mill & Elevator Co.'s plant destroyed. Insurance on plant, in four companies, \$15,000. Insurance on machinery \$20,000, in five companies. Insurance on stock, \$6,000 in two companies. Adjustment pending.

Edmonton, Alta.—Barn belonging to Frank Yeates. Loss \$450. Insured to full value in one company. General store, belonging to one, Englewood. Loss \$6,255. Insurance \$1,000 in one company.

Legal, Alta.—Hotel, owned by W. Fortin. Damaged only. Loss \$182. Insured for \$1,500 in one company. Cause, overheated stove piping.

Vulcan, Alta.—Meat market, belonging to G. Johanson, damaged. Loss of stock \$625. Loss on building not yet adjusted. Insurance on contents \$1,025; on building \$1,800, both in one company. Pool room and barber shop belonging to C. Shrimp, damaged. Insurance on building \$1,000; on contents \$150, both in one company.

Winnipeg, Man.—Avenue Block, completely gutted. Loss about \$60,000. Stores and offices. Stiles & Humphries, gents' furnis-
hishers, loss under adjustment.

Insurance, \$1,000 each in two companies; \$2,000 each in nine companies; \$3,000 each in three companies; \$4,000 each in four companies; \$5,000 in one company; \$1,500 in one company; \$2,500 in one company—making a total of \$54,000 on stock. Insurance on fixtures, \$4,000 in two companies. W. A. Davis, book store in same building. Loss on contents \$15,700. Insurance \$1,000 each in eleven companies, and \$1,500 in one company. Total insurance \$12,500.

Residence of F. Curry. Loss \$2,980. Insurance \$2,000 each in four companies; \$4,500 each in two companies; \$6,500 in one company and \$8,000 in one company.

Fort William, Ont.—General store of A. Pall. Loss on contents, \$6,000. Insurance in four companies \$7,000.

Souris, Man.—Building owned by W. T. MacLaren. Loss on building \$6,852. Insurance \$7,000 in one company.

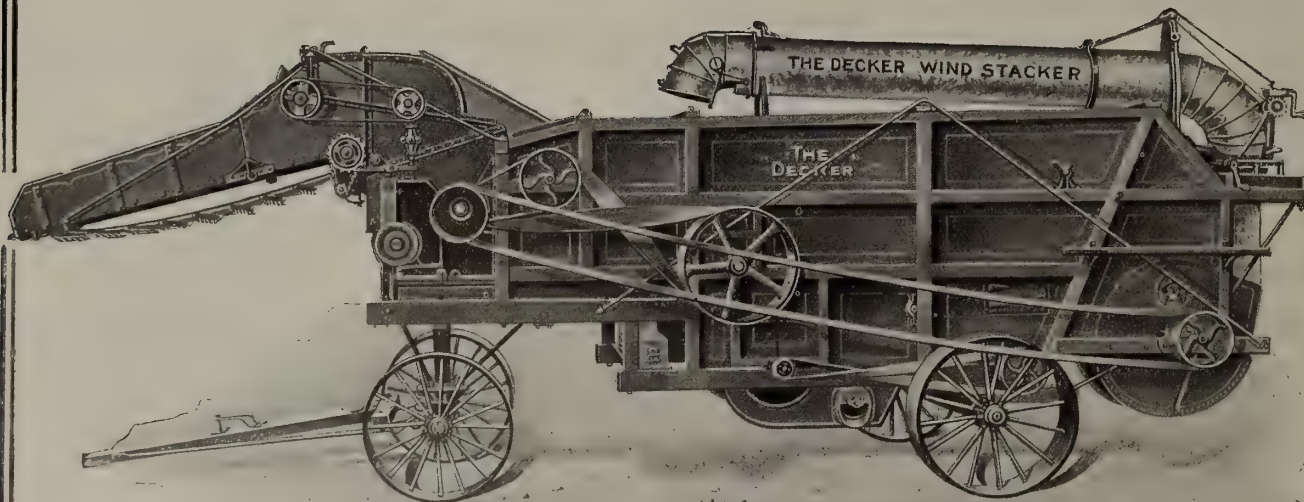
Selkirk, Man.—Planing mill and box factory, belonging to W. Robinson & Co. Loss on building \$3,156; on contents \$10,792. Insurance on building \$1,000 each in five companies; \$1,250 each in three companies; \$3,000 in one company and \$5,000 in one company.

Stonewall, Man.—Automobile Club House. Loss on building \$10,500; on contents \$5,500. Insurance on building \$11,000 in three companies; insurance on contents \$3,000 in one company.

Longest Submarine Cable in the World.

The longest stretch of submarine cable on earth connects Fanning Island in the South Pacific, with Vancouver Island on the coast of British Columbia, a distance of 4,000 miles, and forms a part of the recently completed all-British cable from London to Australia and New Zealand. The company controlling the line is now able to send messages direct with but one re-transmission, from Montreal to Fanning Island. These messages are sent on to Suva, in the Fiji Islands, and from there to Norfolk Island, where the messages for Australia are sent to Brisbane and those for New Zealand to Doubtless Bay. The new cable reduces the time for the transmission of dispatches 15 minutes. It is now proposed to build a government cable across the Atlantic and thus have the British empire bound together by a globe-circling girdle of cables.

THIRTY-EIGHT YEARS' EXPERIENCE



All these years we have been manufacturing the famous "Decker" line of Threshing Machinery. Engines of 18, 20, 22 and 25 h.p. Boiler pressure 175 lbs., "Decker" valve action is superior to all others, while our heavy gear drive is unexcelled for heavy work. Plowing engines a specialty.

"DECKER" SEPARATORS are made in the following sizes: 24-46, 28-50, 32-54, and 36-60.

Ease of operation makes them ideal for gas power driving. Simplicity, efficiency and convenience in handling are the main features in their construction. Wind Stackers, Feeders, Baggers and a full line of thresher supplies carried.

WRITE FOR CATALOGUE

AGENTS WANTED

The **Macdonald Thresher Co., Limited**

Western Branch: WINNIPEG, MAN.

Box 1296

Head Office and Factory: STRATFORD, ONTARIO

Brandon

The contract for fireworks for the Dominion Fair has been let to the Great West Fireworks Co., Brandon, at \$4,000.

E. A. Mott, general manager, Cockshutt Plow Co., and President of the Winnipeg Board of Trade, was a visitor to the Winter Fair.

Brandon's assessment has gone up by nearly four millions since last year, while a police census is to be taken on the 19th of April. It will be all finished in one day, when the correct population will be ascertained.

A fireworks factory is now assured for our city, Mr. McDowell, the promotor, having secured from the city a block of land $2\frac{3}{4}$ acres in extent. Building operations will be started as soon as the weather permits.

According to the monthly statistics issued by the Financial Post of Canada, Brandon takes second place in percentage increases of building permits in the lists of cities for the whole Dominion for February.

The cars for Brandon Street Railway are now ready for shipment from Niles, Ohio, and, unless delay is caused by the flood, should be in Brandon at an early date and will likely be in operation between the 1st and 15th of May.

A large delegation of citizens were appointed to visit Ottawa for the purpose of securing a new post office for our city. They were assured by the Postmaster-General that their request would be granted, and that a building

would be erected that would be a credit to the city.

We are sorry to announce the death of J. M. Riesberry, who has been manufacturing pumps in Brandon for many years. Mr. Riesberry will be missed by old timers, having been here since 1882. The business is being carried on by the estate until a purchaser can be procured.

The warehouses and offices of the Geo. White & Sons Engine & Separator Co. were totally destroyed by fire, and while considerable insurance was carried the loss will be large, as several cars of machinery had only been unloaded the week before. It is the intention of the Company to rebuild as soon as possible.

The Huber Manufacturing Co., of Marion, Ohio, will make Brandon their headquarters for the West. At present they have secured warehouse room from the Brandon Implement & Machine Co., but intend building premises of their own in the near future. Jos. Neilly and E. Hornbrook are looking after the interests of the Company.

Gordon & McKay, large wholesale and dry goods merchants of Toronto, have decided to make Brandon their headquarters for the West. They have purchased all the block between 6th and 7th Streets and Pacific Avenue back to the spur track of the Canadian Pacific Railway, and will erect a building to cost not less than \$100,000.

D. P. Duncan, for 12 years travelling for the Cockshutt Plow Co. Ltd., has been appointed manager of the Brandon branch, Mr. H. B. Inkster, the former

manager, having severed his connection with the firm to take charge of the estate department of the Canadian Guaranty Trust Co. here. Mr. Duncan expects to move his family from Miami, where they have been located, about the 1st of April.

The following implement dealers were visitors to Brandon during Winter Fair week: Jas. Kerr, Belmont; K. A. Cox, Beresford; H. H. Reynolds, Goodlands; D. Carnahan, Virden; Jas. Robinson, Austin; Geo. Burrows, Killarney; Walter Merrell, Souris; Sanford Kelly, Souris; J. W. McManus, Alexander; Taylor & McDonald, Boissevain; W. J. Stinson, Hamiota; McKenzie Bros., Pipestone; M. Gaben, Cromer.

None of them were very optimistic about business for this season. Auction sales seem to be the order of the day, and farmers are very careful in ordering, and will only purchase what is actually needed. The weather until the 27th has been very cold, but since that date a change has set in, with the result that the streets are nearly bare of snow. Business is very backward, and the implement dealers generally look for few drill and plow sales.

J. H. Grisdale, Dominion Superintendent of Experimental Farms,

was a visitor to the city, and looked into the request from the Parks Board for 50 acres of the Experimental Farm for a public park. Mr. Grisdale stated that he would recommend to the Minister, that the Government give to the city the large tract of land trading on Lake Percy for park purposes. It is the intention of the city to connect this park and the Experimental Farm with the street car system.

In the presence of one of the largest assemblies ever gotten together in the history of Brandon City, Lieut.-Governor D. C. Cameron formally opened the New Arena of the Brandon Winter Fair and Live Stock Association. Fully 5,000 people were gathered together in the large building, who gave His Honor a most hearty greeting. At the close of the speeches the large area was packed with horses, including Clydesdales, Percherons, Shires and Hackneys, which for class and breeding could not be excelled in any part of the Dominion. The Fair lasted for five days, with every available seat taken each evening.

Aviation—a necessity due to Canadian roads.



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well-known, widely advertised

HART-PARR OIL TRACTORS

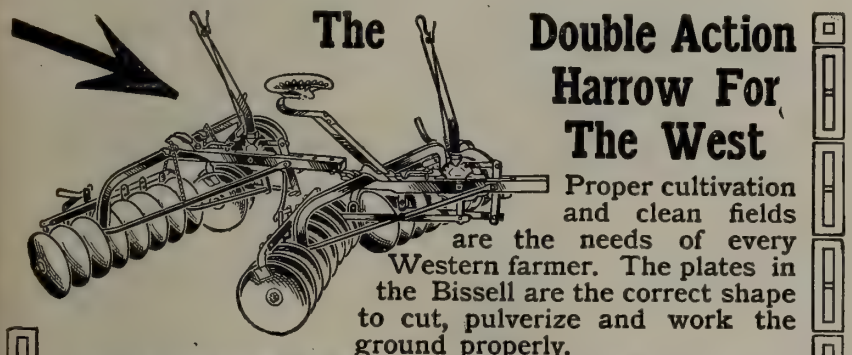
Our 60 B. H. P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers. Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water or coal troubles. Uses cheapest **kerosene** for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT

Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie.
63 West 23rd St., Saskatoon, Sask.
1622 8th Ave., Regina, Sask.
The Chapin Co., 331, 8th Ave. West, Calgary, Alta.



The Double Action Harrow For The West

Proper cultivation and clean fields are the needs of every Western farmer. The plates in the Bissell are the correct shape to cut, pulverize and work the ground properly.

BISSELL DISK HARROWS

Simplicity of construction, every part built for business, proper balance and the knack to get right down to perfect work make the 'Bissell' ideal for Western farms. These *double action* harrows have one disk *out-throw*, the other *in-throw*, giving two full width cuts. Connect up 4, 6 or 8 harrows with engine power for a large complete Disking Outfit. Write Dept. E.

Manufactured exclusively by

T. E. BISSELL COMPANY, LTD., ELORA, ONT.

Write to any of the

Jno. Deere Plow Co., Ltd. Branch Houses

Competitive Tests for Grain Cleaners

The directors of the Canadian Industrial Exhibition Association, Winnipeg, have decided to hold a series of competitive tests for Grain Cleaners—the first competition of the kind ever arranged—during the Winnipeg Exhibition, July 8th to 16th, 1913.

This idea was suggested by the success attending the Agricultural Motor Competition held annually at Winnipeg, under the auspices of this Association, an event that is now in its sixth year, and which has proved to be of great benefit, both to the agriculturalist and the tractor manufacturer. The benefits arrived at by such a competition cannot be too strongly commented upon. The production and use of clean seed grain is an essential to successful farming in any country, and of the most vital importance to the vast wheat lands of the Canadian West. By means of good, clean seed the numerous kinds of noxious weed seeds, that are one of the most distressful features with which the agriculturalist has to combat, can be purged from the soil. Any student of agriculture knows the evil effects of such seeds, how they impoverish the seed bed, choke the growth of the grain and rob it of the required moisture and light necessary for the formation of a good head.

To aid in this work of eliminating this offensive factor is the theme of this competition for Grain Cleaning Machinery, and by the means of this competition

the machines will have an opportunity to demonstrate their mechanical efficiency and cleaning properties.

many manufacturers of grain cleaning machinery will welcome such a competition, since competitive tests in any class of machinery are of the greatest aid to the manufacturer and designer in locating weak points in the mechanism, and improving a machine by comparison with the work of other machines of a like nature, in addition to the advertising value of such competitions. The main points to be considered by the judges in the Grain Cleaning Competition will be the following points in each machine:

1. Design and construction.
2. Cleanliness of grain separated.
3. Efficiency of machine in separating different kinds of grain.
4. Power required per capability of machine.
5. Steadiness or running.
6. Cost of machine per capability.

Reorganization of M. Rumely Co.

A financial reorganization of the M. Rumely Co. has been brought about by William Salmon & Co. and Hallgarten & Co. the bankers who financed the Company's organization. Dr. Edward A. Rumely has been succeeded by Emmett Scott as treasurer, Mr. Rumely continuing as vice-president and general manager. In addition a new vice-

president, J. H. Guy, has been elected to have oversight of the Company's finances. A finance committee also has been named, consisting of one representative of each banking house and Dr. Rumely.

No announcement has been made as to the placing of the \$10,000,000 notes voted to retire the floating debt. These notes come ahead of both common and preferred stock and bear 6 per cent. interest. The preferred stock of \$10,000,000 and the common outstanding \$12,000,000.

C. P. Holton is the new secretary of the Company. He formerly was identified with Gaar, Scott & Co., one of the firms incorporated with the Rumely Co.

Kerosene for Cleaning Purposes

When cleaning out gear boxes and live axle casings, the quickest method of removing the oil and grease is to pour in a liberal quantity of kerosene oil, after draining off all lubricant that will flow, and then to jack up the rear end of the car and run the motor for a few moments, changing gear from time to time, so as to bring all the gears into play. After draining off the thickened solution which is thus formed, replace the drain plugs and pour in more kerosene, when the remnants of hardened grease may be loosened with an old paint brush, with which all the corners should be searched out. After draining a third time, new lubricant may be put in with good assurance that it will not be fouled with old oil or dirt.

Book Reviews.

We have recently received a publication from the pen of that well known authority on the gasoline engine, Xeno W. Putnam. Perusing its pages we find an excellent book, written in a clearly practical manner, and free from the mystification of too technical phraseology. Its name is "The Gasoline Engine on the Farm," and its theme is on the construction, repair, management and use of the gasoline engine as applied to farm use, whether as a stationary engine or a tractor. The many applications of the gasoline engine for farm use are most comprehensively dealt with, and for the farmer or implement dealer who desires concise, practical knowledge on the installation and care of internal combustion engines, it should prove a volume of great educative value. The principle of the internal combustion engine is fully explained, the various cycles of the engine being fully described and explained by clearly drawn engravings. Each part of the engine, such as the piston, valve system, carburetor, ignition system, crank shaft, etc., is fully gone into, also an excellent chapter gives many hints on the correct methods of setting the engine. The selection of the most suitable type of engine is carefully covered, and a great deal of valuable data regarding belts and belting, the repair and lacing of belts, pulleys, etc., are fully described. The various uses of the engine, such as feed grinding, wood cutting, pumping, irrigating, its capacity for lightening household work, etc., are clearly outlined, and the study of such points should form excellent data for the dealer who handles stationary internal combustion engines. The tractor is more briefly dealt with, but its manifold advantages and economy are dwelt upon. The book closes with a chapter on the farm of the future, the power farm where the power of the engine will lighten labor and make what once were wearisome and tedious tasks more easy and the hardship of farm life a thing of the past. This book should prove a valuable adjunct for the dealer as well as for the farmer, for whom primarily it was written. It is published by the Norman W. Henley Publishing Company, 132, Nassau Street, N.Y., from whom it can be obtained for the moderate sum of \$2.50.

Sell a Man a Manitoba Engine

A balky, troublesome gasoline engine is about the last thing you should hand one of your customers, if you value his goodwill. We make the MANITOBA Engine for the dealer who likes to cement his trade to his store by handling lines that bring customers back again when they are in the market for more goods.

When you sell a man a MANITOBA Engine, you are putting into his hands an engine of QUALITY through and through. Nothing but the best material ever enters into our engines. None but the highest skilled workmanship has a hand in their construction. Expense is no consideration where efficiency is concerned. Our selling policy, backed by our make-good guarantee, has kept with us the same dealers as we had ten years ago. Write for our dealer proposition today. Our line is

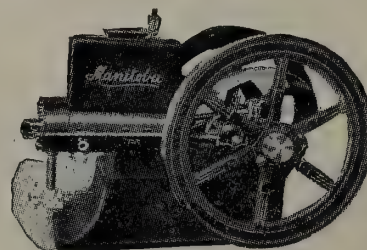


"Made in the West for Western Needs."

Gasoline Engines, 1½ to 25 H.P. Wood and Iron Pumps.
Grain Grinders, 6 to 12 inches. Wood Saws, all sizes.
Pumping and Power Windmills, 8 to 14 feet.

MANITOBA ENGINES LIMITED
BRANDON, MAN. CALGARY, ALTA.

(Formerly The Manitoba Windmill & Pump Co., Ltd.)



Your Guaranty of Quality

EMERSON

farm machinery stands pre-eminent for material, workmanship, and time and labor-saving improvements. Furthermore, with every EMERSON implement goes EMERSON *service*—a real good-will guarantee of lasting satisfaction.

This is the verdict of *hundreds of thousands* of farmers and dealers who have used and sold EMERSON

implements during the past sixty years.

To further identify and associate EMERSON products with EMERSON reputation, and to indemnify the dealer and farmer against imitation, the EMERSON trademark, shown below, will hereafter appear on every EMERSON Implement, Machine or Vehicle.

We solicit inquiries from dealers and farmers regarding practically every known Farm Implement from Plows to Tractors and Threshing Outfits.

EMERSON-BRANTINGHAM IMPLEMENT CO., Inc., ROCKFORD, ILL.

GOOD FARM MACHINERY

TUDHOPE-ANDERSON CO., 1150 Princess St., Canadian Sales Agents, Winnipeg. Branches: Winnipeg, Man., Brandon, Man., Calgary, Alta., Edmonton, Alta., Lethbridge, Alta., Regina, Sask.,

Saskatoon, Sask., Swift Current, Sask., Yorktown, Sask.



Plows,
Harrows,
Hay Tools,
Baling Presses,
Cultivators, Mowers,
Pulverizers, Spreaders

Gas Engines,
Tractors, Steam
Traction Engines,
Threshing Machines,
Clover Hullers,
Road Rollers, Saw Mills

(Continued from Page 28)

One of the most interesting books which we have come across in which the comparative advantages of the horse versus engine power is outlined, is a new book, "Horse, Truck and Tractor," from the combined authorship of three well known technical writers, H. N. Casson, L. W. Ellis, and R. W. Hutchinson, jr.

This book is written especially for horse owners who are beginning to realise that horse profits are on the down grade. It is a comparison concerning the unprofitableness of the horse, and contains all the most practical data on the horse, truck and tractor, based upon actual experience by individuals, firms and corporations.

Edison said that a horse is the poorest motor ever designed. He eats 10 pounds of food for every hour he works, or roughly, 12,000 pounds of food yearly. Based on statistics, we find the remarkable fact that in Western Canada to plow the 200,000,000 acres of available land still unbroken, we will require the power of 4,000,000 horses, or more than twice as many horses as we have at the present time in all the Dominion. Logically, therefore, it would seem that we have no

choice save the adoption of the tractor as a means of power.

To-day North Dakota grows wheat enough to feed herself and 12,000,000 besides. Such is one instance of what machinery can do for humanity in the tillage and cultivation of the soil.

The first chapter of this book alone—"the horse-cost of living," contains enough selling arguments to last the average dealer who handles the tractor for a lifetime. The question of time and haulage is gone into thoroughly, and the comparison of the possibilities of the motor truck and the horse should certainly make the remaining units of the equine race contemplate race-suicide. Arguing that the cause of civilization demands a horseless age, the authors supply us with a mass of data and figures from actual records that would make the most sceptical individual doubt the economy of the horse. The book is written throughout in a terse and clear manner, and the authors are certainly to be complimented on the way they have collaborated in producing such a host of facts, statistics and figures on this question of great economic importance. The work necessary for publishing such a book must have been very great, and that it is written in such a manner as to rivet the attention of the

reader from cover to cover is a great compliment to the literary qualities of the authors. The book is printed artistically upon excellent paper, and is illustrated by many fine photographic reproductions. The publishers are F. G. Browne and Co., of Chicago, Ill. As interesting reading for the implement dealer, it is a publication that assuredly deserves a wide sale, and we feel sure that its popularity will fully justify the efforts of its authors.

Its retail price is \$1.50.

Avery Co. Increase Output

At their annual meeting at Peoria, Ill., the directors of the Avery Co. authorized an increase of 400 men in the working force of the company. This will mean an increase in the annual production of the company estimated at \$1,500,000. At the same meeting a ten per cent annual dividend was authorized, and S. L. Nelson and A. Y. Bartholomew were elected as new directors. Last year was shown to be an excellent financial year for this company, and they expect to do even better during 1913. The blacksmith shops at Peoria, recently destroyed by fire, are now rebuilt and in full swing. The Western Canadian agents for the Avery Co. are Haug Bros. and Neller-moe, of Winnipeg.

A New Sales Manager



D. C. Thom

Above is an excellent photographic reproduction of Mr. D. C. Thom, lately appointed to the important position of Winnipeg sales manager for the Ontario Wind Engine & Pump Company.

Mr. Thom was born in the town of Watford, Ontario, in 1883, and in the schools of the town received his education. The son of an implement manufacturer, it was a foregone conclusion that he should follow in the footsteps of his father. He, therefore, underwent a thorough training in the Thom Implement Works under the surveillance of his father, being some five years in the factory. Later we find him with the J. Goodison Co., of Sarnia, Ontario, and, after leaving them, with the Leonard Engine Works, at London, Ontario.

Returning to his home town—Watford—Mr. Thom took charge of the Hastings Wagon Company, there for a period of three years. On entering the ranks of the Ontario Wind Engine & Pump Co., about three years ago, he came out West, and, until his recent appointment, he has been travelling out of Edmonton for that Company.

A man thoroughly trained in the manufacturing side of the implement world, and with a wide business experience in the trade, Mr. Thom is eminently suited for the important position to which he has been appointed by the company which he serves.

Women, as a rule, don't take as much interest in woman's rights as in marriage rites.

God must have loved the plain people, He made so many of them.

Why Should You



THE REASON WHY

Handle

Twentieth

Century

Shafts?

Because any other type has weak points. The Twentieth Century has no weak point.

Look at it! Any willing eye can see and learn its safety and strength instantly.

A special shaft, if you please. Skeleton heel—brace of same bend as heel of shaft. And **completely locked at each end**, to both T plate and shaft eye.

That's it in a nutshell. Sounds sturdy and secure, doesn't it. It is that.

The weakness of other types: Well, a heel brace with merely lugs at each end is **not safe**. Nuts come off you know. Not seldom—often. And without notice. Then look out for trouble with a big T. Heel brace, thus weakened, **splits heel**. Cold fact, that. No idle statement.

But Twentieth Century Shafts have locks—(locks, not bolts and nuts). These locks are forged at each end of heel brace. Result, perfectly safe. Notice also the lug in center of heel brace taking steel tube and bolt, a very rigid connection with heel.

Lock Heel Braces insure absolute safety.

Brace follows bend of heel, thus eliminates ungainly appearance of all other heel brace shafts.

Heel of shaft is rounded, both top and bottom—neat tasteful, workmanlike.

T Plate and Double Corner Braces are pressed steel, **one solid piece**.

Construction of this Twentieth Century Shaft has eliminated all welds—**no more trouble due to welds** if you pin your faith to it. In fact, no trouble due to any of the weaknesses from which other constructions have suffered.

And don't let this escape you—the forgings on this shaft are all drop forged. Heel braces **drop forged** with locks at each end and lug in center.

FULLY LEATHERED

NEATLY PAINTED AND STRIPED

SELL WELL AND STAY SOLD

Supplied in Green, Black and Carmine, with or without Couplers. The Best Shaft at the lowest price sold in the West.

D. ACKLAND & SON, LTD.

Winnipeg, Man.

Binder Twine

Now that the twine factories of the United States have definitely fixed their prices for 1913, a little analysis of the situation is possible, comparing it with that of last year. As we already stated in these columns, this year the Plymouth Cordage Company place a new twine upon the market, the "Premax," a 650-foot twine at 12¼ cents per pound.

Critically, it must be considered that the prices on 600-foot and 650-foot twine are surprisingly low, considering the great advance in the price of Manila fibre. That these prices seem low is justified by the comparison of fibre prices at the beginning of March, 1912, and at the beginning of March, 1913. We find the quotations for Manila fibre at these dates as follows. In 1912, Fair Current Manila, 6¼ cents; Midway, 7¾ cents; Good Current, 8¾ cents. In 1913, Fair Current Manila, 11 cents; Midway, 14¼ cents; Good Current, 15½ cents. Therefore, Fair Current Manila fibre has advanced 4¾ cents per pound, Midway, 6½ cents, and Good Current, 7⅛ cents. Comparing still further we find that the greatest advance in the prices of 600-foot and 650-foot twine, does not even equal the smallest advance in any grade of fibre. Yet further proof of the low prices set this year on high grade twines is furnished comparing twine prices with the ruling quotations on rope. Last year when sisal twine was quoted at 7¼ cents per pound, sisal rope was quoted at 6¾ cents per pound—or ½ cent per pound difference, the twine costing most. This year we find when sisal twine is quoted at 9½ cents, sisal rope is quoted at 9¾ cents, or twine the cheaper by ¼ cent per pound. This year we have quotations of 11 and 11½ cents for 600-foot twine, while pure Manila twine is at 12½ and 12¾ cents. A recent quotation of Manila rope shows 14¼ cents. Therefore, pure Manila twine is away below the quotations for first grade rope. In this case, then, it would seem that the manufacturers have made reasonable binder twine prices for 1913, and unless a serious drop in fibre values occur, which is rather unlikely, there seems to be little doubt that these prices will remain as the minimum prices for the season.

Taken all in all, the announcements, of twine prices this year have made little or no excitement

in trade circles, and little comment has been forthcoming anent the success in securing business. Buying should become more active when dealers consider that the prices quoted are in reality low, as shown by the average cost of fibre during the past year. It seems a very remote possibility that any change in prices will take place during the buying season, only dealers should be well warned by the shortage which had to be confronted last fall, and should not base their orders on a too conservative basis. For the last few years the controlling factors in the market have held the quotations to the original prices quoted, irrespective of all considerations. With this in view

it would seem wise if the dealer places his order for his fullest requirements at the existing quotations, since delay is unnecessary from the standpoint of cautious orders.

Advising the Customer

The wisest business practice on the part of the retail merchant is to make it very easy for people to buy. The easier people find it to buy, the more readily do they make purchases; whereas when they find it difficult to buy, they are very often prompted to do without rather than have the bother of going through a whole lot of formality. Many of the larger department stores maintain information bureaus, but these do not fulfil their largest possibilities. Because of bad loca-

tion, and because they are frequently so arranged as to prevent any free interchange of conversation between the clerk in charge and the customer, they prove only partially successful. One store recently devised the rather clever plan of having the information bureau well to the front of the store, in a cozy corner, where customers would find things naturally inviting. But the happiest stroke of genius was to place above the desk the simple suggestion: "Ask questions here." It was something different from the conventional guide-post to an information bureau; it was an invitation to the trade to ask for guidance, and the bureau is a success.

A fussy wife says the most annoying thing next to a man in the house is a fly.



Why He Hustled to Get an Avery Contract

Told in a letter written to his customers, from which we have taken the following extract:

"We have been watching the results of the Avery 'Light-Weight' Gas and Oil Tractor for the past year. We saw some of them at Grand Forks and Minneapolis, and they looked all right.

"We got the names of a number of farmers who had purchased them last year. We wrote to these farmers asking how they liked their Avery Tractor. We would like to have you come in and read some of these letters. They are surely well satisfied with their choice. They all speak very highly of the Avery Tractor, and none of them had a single fault to find.

"We hustled around to get an Avery contract, for we wanted to be in position to furnish Tractors that would stand up and do what was claimed of them. You can get an Avery Tractor just the right size to fit your farm. They are sold on approval and fully guaranteed.

"The Avery Automatic 'Self-Lift' Plow is a world beater. There is no comparison between it and other engine plows. We sold four of these plows last spring. Ask any one who has one of them. They will tell you that they wouldn't take a hand lift plow as a gift if they had to use it."

An Avery Contract is worth hustling to get, as these dealers found out after investigating. There's not a great deal of territory left. Right now's the time to apply for your territory if it's still open. Address

AVERY COMPANY, PEORIA, ILL., U.S.A.

Western Canadian
Representatives—

HAUG BROTHERS & NELLERMÖE CO., LIMITED

WINNIPEG AND REGINA

Calgary

S. H. Roe, local manager of the Tudhope, Anderson Co., has returned from the annual meeting of his Company at Orillia, having also spent a few days in Winnipeg.

L. P. Winslow, of the Ontario Wind Engine & Pump Co., returned recently from visiting the head offices in the East, and attending the annual meeting of the Company.

H. W. Hutchinson, Vice-President and General Manager of the John Deere Plow Co., for Western Canada, was a business visitor in Calgary recently, having also visited Saskatoon and Edmonton on his way here.

J. P. Minhinnick, of the Cockshutt Plow Co., Winnipeg, was a visitor in Calgary for a day during the past month on his way

back to Winnipeg, having visited Saskatoon and Edmonton on his way here. Mr. Minhinnick was very much surprised at the growth of the two Alberta cities, since his last visit to the province.

A. H. Ellis, of the Supervision Department of the Cockshutt Plow Co., of Winnipeg, visited a number of Alberta points accompanied by the Company's blockmen for the divisions of the province, spending a few days each in Lethbridge, Calgary and Edmonton, as well as shorter periods in a number of the other towns of the province.

J. A. Brookbank, manager of the Calgary branch of the International Harvester Company, is another of the Alberta managers to have visited his head offices and factories in the east and south during the past month. Mr. Brookbank was accompanied by Mr. McCallum, manager of the Edmonton branch, and Mr. McClanaghan, manager of the Lethbridge branch.

T. R. Scott, manager of the Gould, Shapley & Muir Co., here, and who has been looking after the interests of that Company for Western Canada since the retirement of Mr. Taylor, has spent a

considerable portion of his time, in the last three months, with Winnipeg and other Western branches. At present Mr. Scott is away to Rochester, Minn., where Mrs. Scott is undergoing an operation.

Good progress has been made in connection with the erection of the fine new five-storey warehouse of the Cockshutt Plow Co., until the recent cold snap set in, when work was discontinued until the weather moderates. The building at present is up to the second storey, and is far enough advanced to show that this is going to be one of the finest implement warehouses in Alberta, and in the West.

Trade conditions for 1913 throughout the province are fairly satisfactory, although the weather during the past month or six weeks has been more severe than is usually experienced at this time. Owing to the unsatisfactory condition of collections, credits have been scrutinized more closely than ever before, and that in itself will have some tendency to curtail sales. Collections throughout the province are the same as in the rest of the West generally, namely, unsatisfactory, and considerably behind the similar period of any former year. Money is exceedingly scarce, and all the companies are doing their best to get in at least a fair proportion of their outstanding monies, and with only very fair success. The condition has been somewhat aggravated during the past couple of weeks by the unusually cold weather for this season of the year, and it is hoped that this condition will improve very materially during the next few weeks.

A matter of great interest to the machine companies and implement dealers, as well as to the farmers of the province, centres around a Bill affecting the sale of farm machinery, which was passed at the recent session of the Alberta Legislature. It was represented as being a benefit to the farmers, but so far does not appear to have worked out very satisfactorily either to the farmers or the implement companies. Just what views the various concerns will take of it, and what action they will adopt on account of it is uncertain, although the first effect will certainly be to make the companies more particular in the extension of credits, while some of the concerns may possibly go on a cash basis entirely. All implement interests are affected, although the threshers and large goods companies are most seriously affected. The Bill has passed the third reading, and finally received the signature of the Lieutenant-Governor on March 25th.

BILL
No. 82 of 1913.

An Act respecting Agreements for the Sale of Farm Machinery.
(Assented to 1913)
HIS MAJESTY, by and with the advice and consent of the Legislative Assembly, of the Province of Alberta, enacts as follows:

Short Title

1. This Act may be cited as "The Farm Machinery Act."

Interpretation

2. "Farm Machinery" in this Act shall mean any and every implement and machine purchased by a farmer for use upon any farm and without in any way restricting this meaning shall include all engines, threshing machines, steam plows, binders and mowers.

Unreasonable Provisions

3. No covenant, proviso, stipulation or condition in any agreement (whether under seal, verbal or written) shall be binding upon the purchaser of farm machinery, provided a court or judge shall decide or declare, that such covenant, proviso, stipulation or condition is, under all the facts and circumstances of the case, unreasonable.

4. Notwithstanding anything contained in any agreement to the contrary, the vendor shall be responsible for all representations made by his agent or agents during the negotiations of sale, and any persons conducting negotiations on behalf of the vendor which terminate in an actual sale shall be deemed to be agents of the vendor.

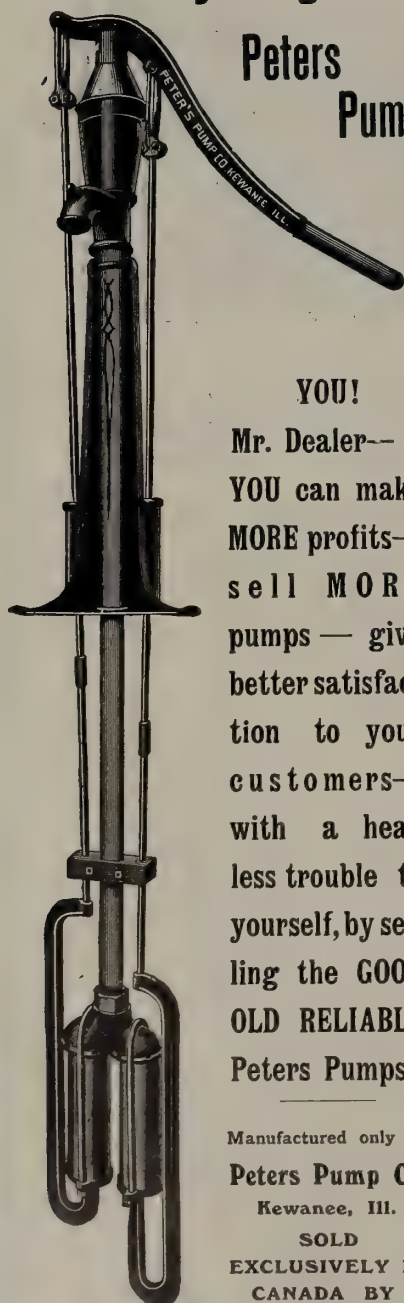
5. Notwithstanding anything in any agreement contained to the contrary, all farm machinery shall be sold as warranted and guaranteed to be made of good material, to be properly constructed both as to design and workmanship to be in good working order, to satisfactorily perform the work for which it is intended, to be free from latent and other defects and to be in every way so designed and constructed as with proper care and use to ensure reasonable durability.

6. This Act shall not apply to second-hand machinery.

The Alberta Legislature promulgated on March 25th, and the writs have been issued for an

The Only Original

Peters Pump



YOU!
Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfac-
tion to your
customers—
with a heap
less trouble to
yourself, by sel-
ling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

BEST SELLING SPECIALTY

Offered the Trade

LLOYD'S
Handy Low-Down Suspension
Spring Wagon Seat



The Lightest, Handiest, Cheapest, and Most Durable Seat on the Market. Affords protection from cold winds

Implement Dealers will find this specialty a profitable side line. It appeals strongly to the farmer on account of its comfort. It is an easy seller and makes a wagon ride easier than a buggy.

For further information write the

Wawanesa Wagon Seat Co.

WAWANESA, MAN.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY **FRAZER LUBRICATOR CO.,**

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

election to be held on April 17th. There has been a redistribution of seats and the Legislature has been increased from thirty-seven members to fifty. The election will be keenly contested by both parties.

A New Massey-Harris Plant

An announcement of considerable interest to the implement trade in Canada, is that of the Massey-Harris Company having purchased the entire capital stock of the Deyo-Macey Engine Company, of Binghamton, N. Y. For several years the Massey-Harris Company have been selling engines manufactured by a Company in the States, but now they have decided to establish a Canadian factory for themselves.

Following on this idea they have secured the above-named concern, along with its officials, all of whom are men of wide experience in the engine manufacturing business. It is expected that during the present year a new Canadian factory, especially adapted for engine construction, will be established. In the meantime, however, the Deyo-Macey plant will be increased in order to cope with the growing demands of the farming communities of Canada, until such time as engines can be manufactured on this side of the line.

The Deyo-Macey Engine Company has built up an excellent business in the United States, the output of the factory consisting of a complete line of agricultural engines, both stationary and portable, varying from 1½ h.p. to 20 h.p. In addition this concern also produces a well known line of orchard spraying outfits. These products will, in the future, be manufactured and sold under the name of the Massey-Harris organization, and by them will be introduced into every country wherein the far flung energies of the Company are existent.

It will be remembered that a few years ago the Massey-Harris Company purchased a controlling interest in the Johnston Harvester Company, of Batavia, N.Y. Since that time the Batavia plant has been increased by between six and seven acres of floor space, and commodious workshops of reinforced concrete and fireproof construction have been added to the old plant. The force has also been increased until, at the present time, the number of men employed is about two thousand.

The acquisition of this engine factory gives the Massey-Harris

Company two plants in the United States, as well as their four factories now in operation in Canada, therefore they should be admirably equipped for the manufacture of a complete line of farm implements and machinery with which to supply the ever-increasing demand existing at the present day.

A Million Dollars Daily

A million dollars a day is now the export record of the iron and steel manufacturers of the United States. The export records for the current fiscal year show 215 million dollars' worth of iron and steel manufactures in the 215

days for which statistical record is available. These records show the movements from July 1, 1912, to January 31, 1913. The total number of days in that period, including Sundays and holidays, is 215, and the value of iron and steel manufactured goods exported between those dates amounts to \$215,000,000 value. Part of this immense sum is located as follows: Iron and steel manufactures, 174 million dollars; agricultural implements, of which iron and steel are the components of chief value, 22 million; automobiles and parts, except tires and engines, 15 million; and electrical machinery, about four million.

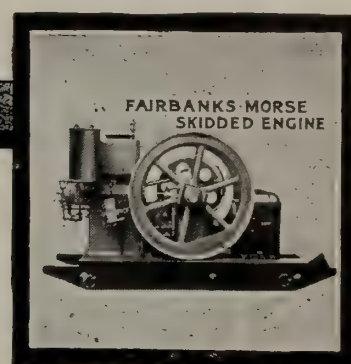
Rhymes of the Road

Sticky prickery wire,
The point ran through the tire;
The tire popped,
The auto stopped;
Sticky prickery wire!

Jack Spratt in a racer sat,
His wife in a limousine;
The note fell due,
The mortgage too,
And wiped the bank-book clean.

Solomon Grundy
Bought a car on Monday,
Skidded on Tuesday,
Collided on Wednesday,
Burst a tire on Thursday,
Blew up on Saturday,
Died on Sunday;
This is the end of Solomon Grundy.

Do all the good you can, and
make as little fuss about it as possible.



WE STAND RIGHT BEHIND YOU, MR. DEALER!

When you need expert mechanical assistance, the advice of a competent engineer, or the help of a 100 point salesman, call on us to send you such a man.

When we sell you, the sale is only half made. The other half is completed only when the goods leave your hands, and just there we can help you most. This close co-operation, properly directed, can be of great benefit to both makers and handlers of goods bearing the name of

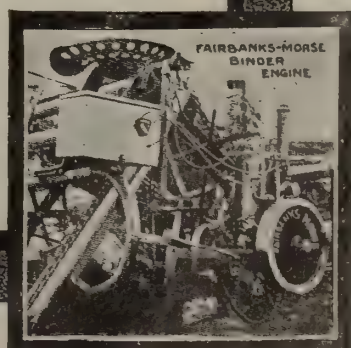
FAIRBANKS-MORSE

Clinching That Difficult Sale

Every dealer, at some time or other, strikes a particularly hard prospect. A man of this class will approach the buying point so closely that you think the sale is made, and then will withdraw and put things off indefinitely until you wonder whether he means business or not. Such men are not triflers. They are only cautious beyond the average. To sell them, requires a little more than ordinary tact and persuasion. In cases like this, we can supplement your own intimate knowledge of the men with our intimate knowledge of the goods, and between us we can bring man and goods together. We offer you complete sales service and will back it with our whole organization and staff.

The Canadian Fairbanks-Morse Co., Limited

Winnipeg	Regina	Saskatoon	Galgary
MONTREAL	ST. JOHN VANCOUVER	OTTAWA VICTORIA	TORONTO



Six Decades in the Rumely Co.

In 1849. Meinrad Rumely, a plain German immigrant, came to America, landing friendless and penniless. Four years later he established a blacksmith shop at La Porte, Ind., from which has sprung the immense organization known today as the Rumely Products Co. This company have recently issued a booklet covering the years 1853 to 1913, the time during which the business of the M. Rumely Co. has been steadily growing in strength and in organization. The growth of a concern is as truly constructive work as is the erection of a vast mechanism from the crude ores of the earth; and this booklet: "Sixty years of Rumely Organization" is an epic that deals with the six decades of Rumely development. In 1856 the first Rumely separators were turned out, and they met with prompt sales and proved a profitable product for the little

business of those early days. Time passed, and Meinrad Rumely, blacksmith and inventor, won the first prize for a separator at the United States Fair in Chicago, in 1859, against thirteen other entrants. Still time went on, the company steadily advancing; Meinrad Rumely died, and his sons and grandsons took hold of the business, carrying it on to the immense M. Rumely Co., and later the Rumely Products Company. Coupled with the story is the inventive genius of John A. Secor, the father of the "Oil-Pull" engine, and later we see the merging into the company of the Gaar, Scott Co., the Advance Thresher Co., and the American-Abell Co., of Toronto, Ont. The story of these companies is given in the booklet, also the detailed description of the many departments which go to compose the organization at the present day. The book is artistically produced and profusely illustrated, and, as the story of what a family can do,

should prove an incentive not only to members of the Rumely organization, but to any man who has the spark of ambition astir in his bosom. Such lives are stories that are greater than any fiction; such men, although dead, leave behind them monumental evidence of their genius and capacity for work and perseverance against the grim edge of circumstance.

Making Flying Safe

At a recent banquet given to M. Raymond Poincare, the new President of the French Republic, M. Quinton, president of the French Aerial League, announced that an automatic means for steadying aeroplanes has been discovered. The inventor, A. M. Moreau, has flown with a passenger for 35 minutes, controlling his machine by the rising and descending levers only. On that

day the wind attained a speed of 23 feet per second.

The principle of the device is that of a pendulum. The machine is a monoplane in type. The engine, gasoline tank, and wings form a compact mass, while the seats for pilot and passenger, hanging beneath, act as a pendulum. The mechanism of the monoplane is quite simple. If the machine leans to the right, the weight of the pilot warps the left wing so as to maintain equilibrium. When the machine pitches, the seats, hung swing-wise, act upon the tail and adjust the aeroplane. When the oscillations become too great, owing to eddies or "air holes," there is a means by which the pendulum may be stopped.

Because one advertiser does not find that his advertising has cumulative effect is no reason why another advertiser may not find just the opposite.

Stewart Clipping Machines

Sell Fast During

February, March and April

They Yield a Good, Quick Profit

No horse clipping machine ever made sells so fast or gives such good satisfaction as this

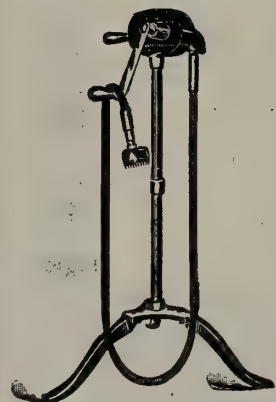
Stewart No. 1 Ball Bearing Machine

Your jobber
has them

List for Canada, \$9.75

Write for free
advertising matter

Every machine sold under a positive guarantee that it must please your customer or money refunded, including transportation
Chicago Flexible Shaft Company, 237 Ontario St. Chicago, Illinois



AN OUTSTANDING LINE



DOUBLETREES

NECKYOKES

HEIDER EVENERS

DOUBLETREES 5" x 2", with steel clevises, riveted at each end. Weight complete, 30 lbs. SINGLETREES, 2" x 2"; fittings best malleable and steel. NECKYOKES, sizes 42 and 48, weights 10 and 12 lbs. All made of selected ash, oak or hickory, and are varnished. We carry the famous Heider goods.

Pulverizers
Boss Wood Harrows
Boss Steel Harrows
Channel Steel Harrows
Harrow Carts
Wheel Barrows

Warehouse Trucks
Wood and Pole Saws
Farm and Bush Sleighs
Feed Cutters
(seven styles)
Roller Crushers

Whiffletrees
Bevel Jacks
Grain Grinders
Root Pulpers
Heider Goods
Horse Powers

Light Delivery Sleighs
Lawn Goods
Push Carts
Barrel Carts
Turnip Seed Sowers

All Steel Whiffletrees. "Tiger" Grain Drills. Special 6-inch Plate Grinder.

Write for our proposition

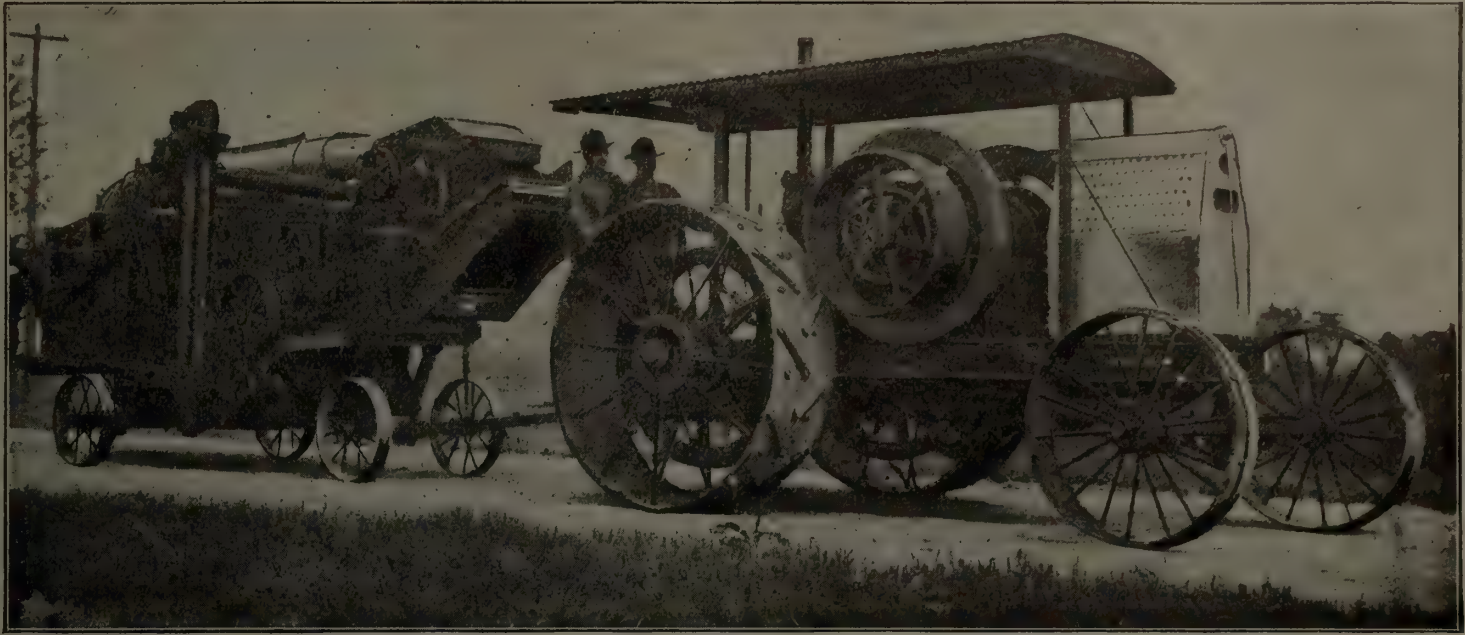


IMPROVED TURNIP AND SEED SOWER

Friction driven, this is the most successful sower yet made. It sows turnip, mangold, carrot or beet seeds. Built to last. Weight, only 215 lbs.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STS., WINNIPEG



Line Up Your Thresher Prospects

Where a thresher sale means the sale of a complete outfit, you stand a better chance of landing the deal by starting to work early. Now is the time to begin.

There are too many things to consider---too many points to be carefully thought out---to try to rush a thresher outfit sale, or to put off the educational work too long.

If you begin now to line up your thresher prospects, to begin the work of teaching all the superior points of the outfits you sell, you can have the deal well under way and your prospect in possession of many convincing facts, before your slower competitors get busy.

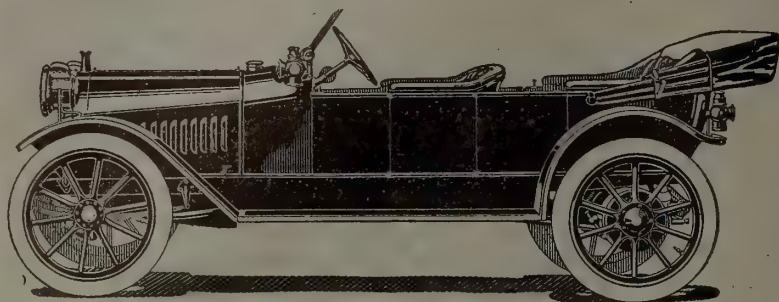
The I H C line is complete---we sell tractors and engines of any desired size or capacity. We furnish a strong line-up of selling helps. When your customer buys an outfit with an I H C engine he will be satisfied with its work.

The rest is up to you. Get full information now---at once---from the blockman or nearest branch house.

International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.;
Winnipeg, Man.; Yorkton, Sask.



AS ABOVE
5-PASSENGER

Hupmobile

AS ABOVE
\$1,225.00

We have an additional new member added to the Hupp family. A big boy—126 inches long—carrying 6 passengers comfortably and wearing 33 x 4 boots, valued **\$1,500.00**, and a dandy little fellow (a worker) as pictured below, capable of delivering all kinds of parcels every day in the year with dispatch, **\$1,225.00**.



Simple diet for Hupp family—gasoline as called for, and sufficient oil to keep them quiet. If directions are followed, you will never hear a murmur from any of them.

Prices F.O.B. Winnipeg

Joseph Maw & Company, Ltd.
WINNIPEG

Distributors for "the Hupmobile, in its class, the Best Car in the World."

THE CENTRAL CANADA INSURANCE COMPANY
INSURANCE AGENCIES LIMITED
General Agents
THE SASKATCHEWAN INSURANCE COMPANY
THE ALBERTA-CANADIAN INSURANCE COMPANY

IMPLEMENTS

Best Service at Lowest Possible Cost

Satisfactory Hail Insurance

WE originated the system of classification of risks and graduated rates of premiums for Hail Insurance, and introduced it into Western Canada some thirteen years ago. With the accumulated experience of all these years, and our equitable system and methods, we have placed Hail Insurance on a satisfactory basis, and last year did more business than all other Companies combined.

Full information can be obtained from any of the Companies shown above, or from any one of our 1,200 Local Agents, or write to

Insurance Agencies, Limited

BRANDON	WINNIPEG	REGINA
SASKATOON	EDMONTON	CALGARY



If Your Trade Wants This Machine, Can You Supply It?

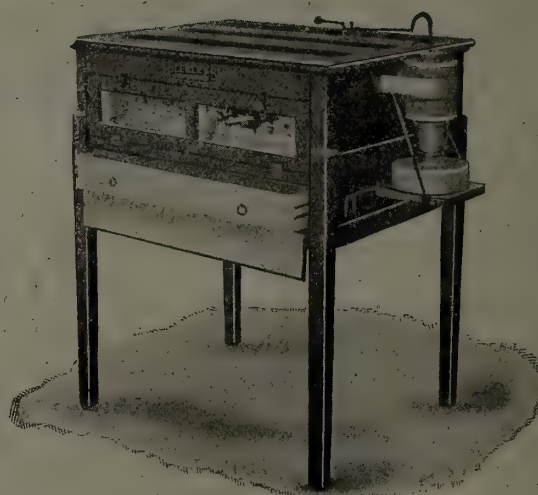
Last season we put out 500 Stewart Sheaf Loaders—and had a demand for more. We have doubled our capacity and will place a thousand this year. Agents who handled the

Stewart Sheaf Loader

last season made big profits. We help the dealer by extensive advertising all over Western Canada, creating enquiries that are easily turned into sales. Write for full information and booklet if you want to get in on the sales boom this year.

Stewart Sheaf Loader Company, Limited
804 Trust and Loan Building :: Winnipeg, Man.

A LINE WHICH IS A TRADE GETTER



Raymond Sewing Machines

Over Half a Century the Leader.

National Cream Separators

The Acme of Mechanical Perfection.

PEERLESS INCUBATORS & BROODERS

Manufactured by the LEE MANUFACTURING CO., Pembroke, Ont.
THE MOST DEPENDABLE INCUBATOR ON THE MARKET

Write for Agency Contract

The Raymond Manufacturing Co. Ltd.

(Of Guelph, Ontario)

80-82 Lombard Street, WINNIPEG

CANADIAN FARM IMPLEMENTS

Vol. IX., No. 5.

WINNIPEG, CANADA, MAY, 1913.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents



UNION BANK OF CANADA

Established 1865

HEAD OFFICE - - - WINNIPEG

Paid-up Capital..... \$ 5,000,000
Reserve and Undivided Profits..... 3,300,000
Total Assets, over..... 69,000,000

Hon. President—HON JOHN SHARPLES

President—JOHN GALT

Vice-Presidents

WM. PRICE

R. T. RILEY

Directors

W. R. ALLAN

S. HAAS

S. BARKER, M.P.

F. W. HEUBACH

M. BULL

F. E. KENASTON

LIEUT.-COL. J. CARSON

G. H. THOMSON

E. L. DREWRY

W. SHAW

E. E. A. DU VERNET, K.C.

G. H. BALFOUR, General Manager

H. B. SHAW, Assistant General Manager

F. W. S. CRISPO, Superintendent of Branches

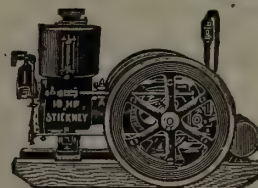
London, Eng., Branch, 51, Threadneedle Street, E.C.

This Bank, having over 290 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg Branch: D. M. NEEVE, Manager; F. J. BOULTON, Assistant Manager.

Stickney Gasoline Engines ARE THE BEST

No. 96



Effectiveness

An engine of 1 3-4 horse-power running all the time is more effective than one 20 horse-power standing still. That's the reason to buy a STICKNEY--no matter what size you require for your work--it will run and do its work all the time.

Ontario Wind Engine & Pump Co. Ltd.
TORONTO - WINNIPEG - CALGARY

THE SOIL-PACKER OF PERFECT PERFORMANCE



16 Wheels for 3 horses; weight 2,100 lbs.; width 10 1/2 ft.
22 " " " " " " 2,800 lbs.; " " 14 1/2 ft.
The 22 wheel size is equipped with 2 poles and pulley hitch.

Sell WATSON'S Pulverizers

THEY BRING "REPEATS"

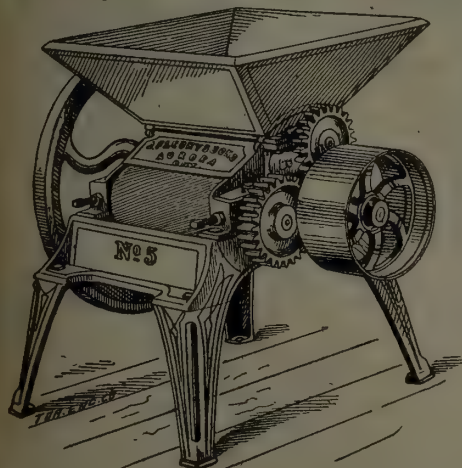
A WATSON'S Pulverizer will please the man who buys it from your store. He'll send his neighbors to investigate. They'll buy and send others. WATSON'S Pulverizer is the perfect soil packer.

DEALERS: We have stocks at Brandon, Regina, Saskatoon and Winnipeg, and will quote you special prices.

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Why Waste Expensive Feed?



If you have FOUR OR MORE HORSES you are losing—wasting—your grain if you do not crush it or roll it. A Roller Crusher may be run BY 2 or 4 or LARGER Horse Power, Gas or Steam Engine, Windmill, Sweep or Tread Power. Will last YEARS without ONE CENT of expense. Can you AFFORD TO BE WITHOUT such a Machine? Ask any information—pleased to have you write us.

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Medals and Diplomas at World's
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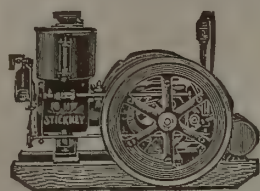
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The Canada National Insurance Company

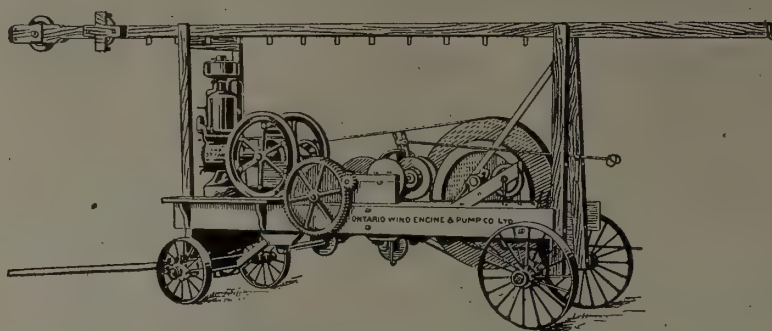
Authorized Capital - - - \$500,000
(Full Government Deposit)

Head Office - - - SASKATOON, Sask.

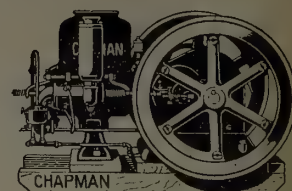
E. J. MEILICKE, Pres. Hon. W. C. SUTHERLAND, Vice-Pres.
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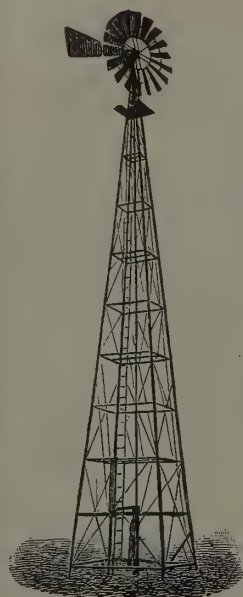
STICKNEY



CHAPMAN WELL DRILL



CHAPMAN



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Success

KNOWING a good line when you SEE IT.
GUMPTION to get it tied up in a CONTRACT.
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O. W. E. & P. Co's line of Pumps, Scales, Well Drills,
Grinders, Pump Jacks, Wind Mills, Tanks, Gasoline
Engines and PROFIT.

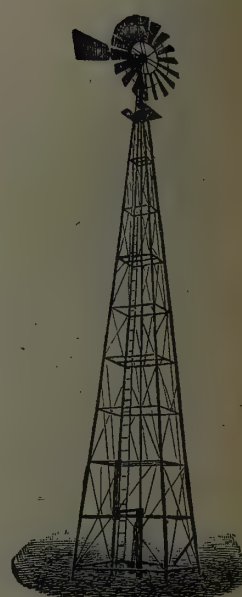
Ontario Wind Engine & Pump Co., Limited

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TORONTO

I H C Tractor Reasons Why

"We have three months of farm working weather--three months in which to do our plowing, harrowing, seeding and harvesting. We depend largely on grain raising because the climate is favorable to it. To make money raising grain we must work large areas. To work large areas profitably we must have cheap but dependable power. See how logically all Western Canadian farm conditions point to the purchase of an



I H C Oil Tractor

Power for plowing, so needed in the early spring, finds the horses in poor condition because of the inactivity of the winter. If we save our horses we skimp the plowing, and skimmed plowing means a poorer crop. Animal horse power, at its best, costs about 17 cents an hour. Horse power developed by an I H C oil tractor costs 2 cents an hour. The tractor, plowing by wholesale, works day and night if necessary, plowing sections where horses would plow only acres."

Using these and other local reasons for argument, I H C local agents are stirring up a deal of tractor business in Western Canada. It's business that pays. With a tractor like the I H C to sell there would appear to be every reason for you doing a good tractor business. Let's talk it over.

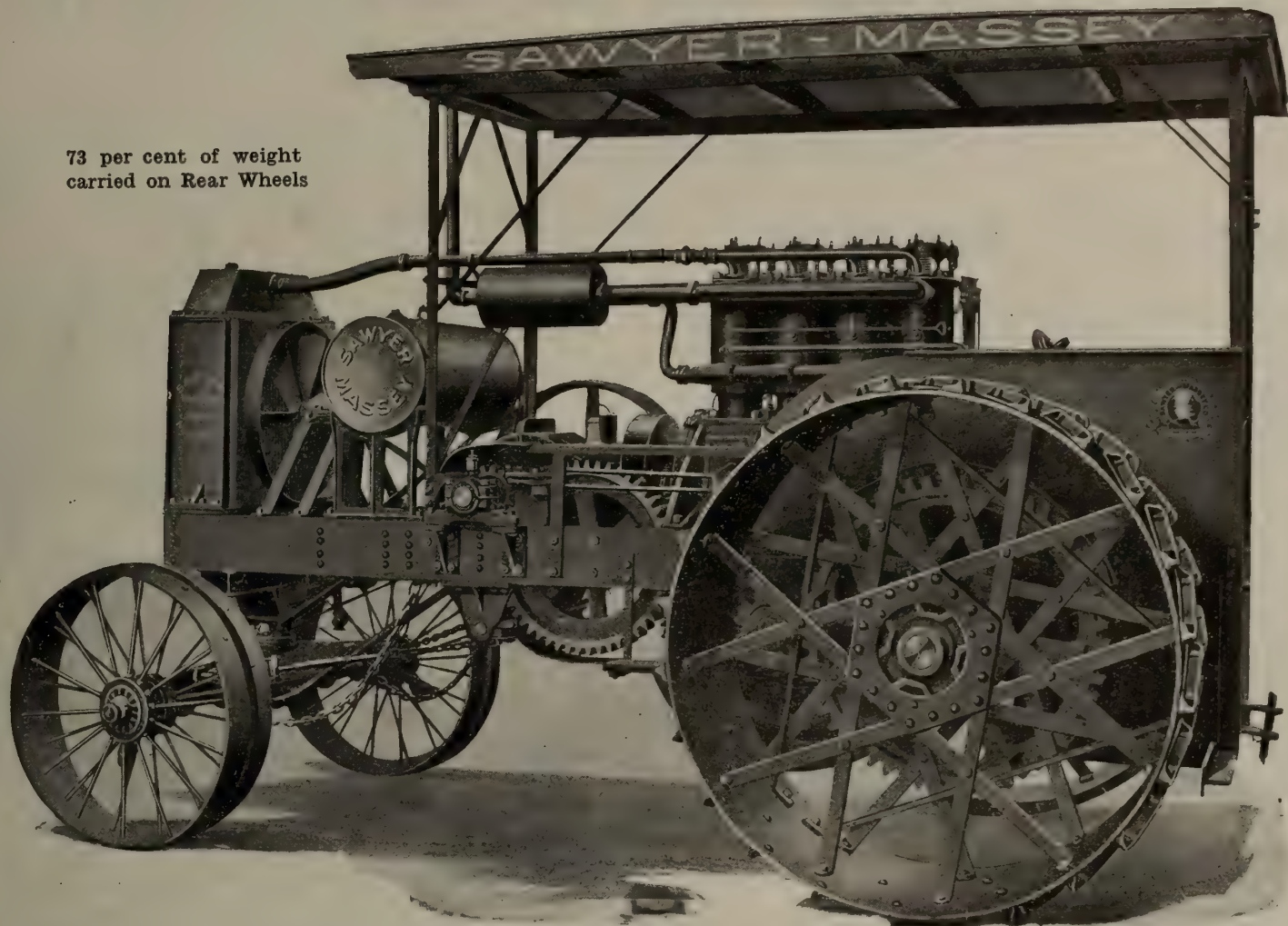
International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.;
Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

The Premier Company

The Premier Goods



73 per cent of weight
carried on Rear Wheels

Sawyer-Massey Gasoline Tractor—Left View

25-45 Horse Power

Good Machinery Brings Permanent Business

A permanent, well-paying business can be built up only on good, honest machinery.

SAWYER-MASSEY Gas and Steam Tractors and Threshers give satisfaction because they are correctly designed, strongly built and thoroughly tested.

SAWYER-MASSEY Tractors and Threshers sell readily, because they are universally recognized as the standard for efficiency and honest service.

The **SAWYER-MASSEY** line is complete. Every user of Farm Power Machinery is a **SAWYER-MASSEY** prospect.

WRITE FOR OUR 1913 CATALOGUE

Our 1913 Catalogue illustrates and describes our full line of Farm Power Machinery. A copy will be sent you on request.

Sawyer - Massey Company, Limited

Builders of Steam and Gasoline Traction Engines, Threshers, and Road Making Machinery

Head Office and Factory

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SAWYER~MASSEY



ADRIANCE MOWERS AND BINDERS



For Over 50 Years a Favorite wherever

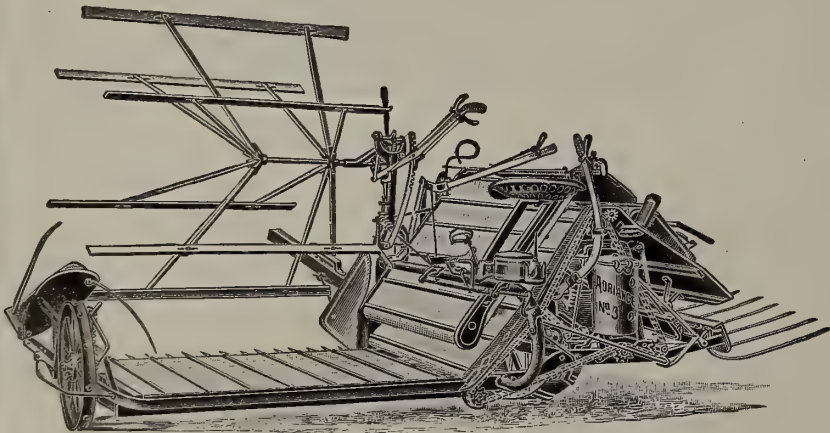
—Harvesting Machinery is used—

ADRIANCE MOWERS

have the best cutting apparatus the world has ever produced. They are strongest, most simple, lightest draft and most convenient.

Built in 4½, 5 and 6 foot cut.

The Best Service
for Longest Time
at Least Expense



Built in 6, 7 and 8-foot cut.



THE "ADRIANCE" MOWER

has an Automatic Spring Draft—the best method of draft for a mower ever invented. It effectually prevents damage when striking an obstacle. It saves driver, team and mower from shock or strain and reduces draft to the lowest possible minimum. The Drive Wheels are extra large, wide faced, wide apart and have visible driving pawls. Its Long Pitman is directly in line with scythe and well protected. The Forward Acting Foot Lever has bar conveniently raised with least possible effort to the driver. Level Crank Shaft with solid brass composition bearing at both ends. Roller Bearings with retaining cages holding the rollers in place and in line. Spring Balanced Finger Bar, adjusting pressure so that there need be no greater weight on the ground than desired.

The system of gearing used on the Adriance mower is of the most approved type. The large bevel gear is used on the slow turning axle, where bevel gear works far more economically of power than in fast motions. We use a straight cog internal gear to drive the spur pinion on the high speeded crank shaft. Internal gears always drive with less friction and last longer than any other form of gearing.

"ADRIANCE" GRAIN BINDER

Large Driving Wheel with roller bearings for carrying; Ball Bearings with Spacing Rings for side thrust.

Large Grain Wheel in line with Driving Wheel, best for balance and easy turning.

Large Reel driven by gearing, runs steadily; four motions, all achieved by one lever.

Long Levers, convenient to hand, direct acting and quickly effective.

Simple Lever Movement driving the Binding Attachment without gears or chains. The Knotter is the key to any successful harvester. The Adriance knotter is of the most approved type. Our knotter is simple, positive in action, is perfectly timed and so constructed that it cannot get out of order.

ADRIANCE BINDERS handle tall or short grain—light or heavy crops—with equal ease and satisfaction. More individual features of merit than any binder on the market.

Better get an ADRIANCE Contract

Write us today for Catalogs of Machinery and Implements

CANADIAN MOLINE PLOW COMPANY
WINNIPEG



Some of Our Trade Winners

that are the Chief Factors in the Farmers' Progress

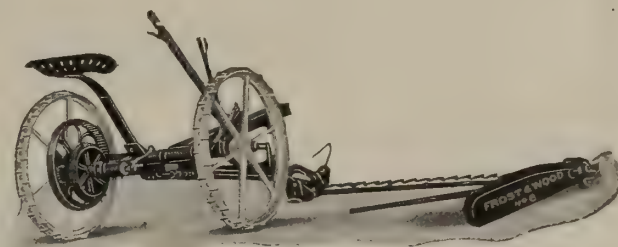
THE experience and judgment of an institution over 70 years in the field is behind all Frost & Wood Farm Implements. The preference of the majority of the best farmers in Canada for Frost & Wood Implements clearly proves that it is the best line to handle.

Frost & Wood Mowers

Smooth Running and Durable

This Frost & Wood Mower has 73 years of knowledge of what a mower should be, built into it—and you get the benefit in service.

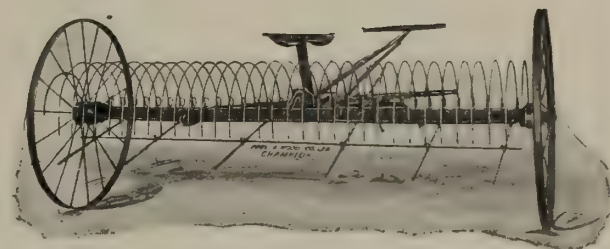
It is the one MOWER for Western Requirements—It covers the ground.



Frost & Wood Rakes

The Perfect Rake for all Work

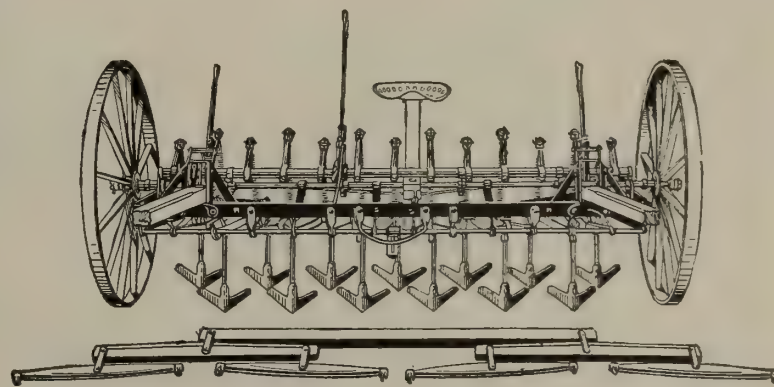
Built on the result of years of experience in Western Canada Harvest fields. It stands the test of hard work, and will last a lifetime, giving good service always.



Frost & Wood Cultivators

The Best Weed Destroyers

A farm with weeds decreases in value and hurts the surrounding farms, and results in loss of crop. Weeds often injure and even result in the death of farm stock, so it is important that farms should be free from this evil. The best and cheapest way to get rid of weeds and thistles is with a good Stiff Tooth Cultivator. The older men in the agricultural world use and recommend the "CLIMAX."

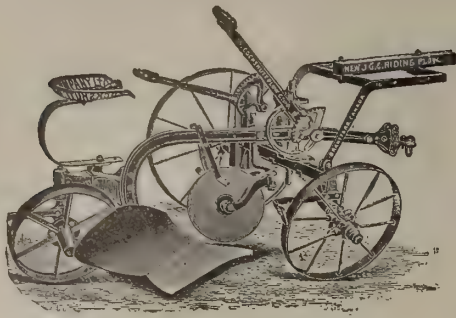


THERE are so many reasons why you should handle the Frost & Wood line that in all fairness we can only say—COME AND SEE.

Cockshutt Plow Company, Limited

Western Branches: Winnipeg, Regina, Calgary, Saskatoon

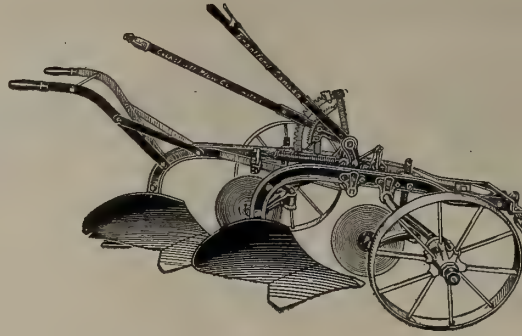
Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage La Prairie



J. G. C. Riding Plow

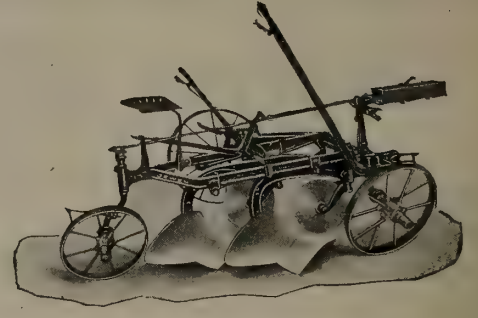
The plow that is built for the hardest kind of work on the toughest prairie soil, it also does good work in stubble. This plow is very easy to handle on rough land. The seat is so located that the driver can watch the turning of the furrow, and his weight keeps the plow in the hard soil.

This plow can be furnished with 14, 16 or 18 inch stubble or breaker bottoms, rolling coulter and tripleteers. It can also be furnished with rod breaker bottoms.



Empire Chief Gang

A light, easy running, walking plow, that will do good work, it is unsurpassed for strength and simplicity. The beams are made of heavy high carbon steel, designed to meet the requirements of a light plow in heavy work. The material and design of these beams insure their remaining in perfect alignment when subjected to the severest strains. The high arch of the beams and the unusual clearance of the bottoms, prevent clogging on heavy trash land. The long levers, which are fitted with lifting springs, make it an easy matter to raise the bottoms.



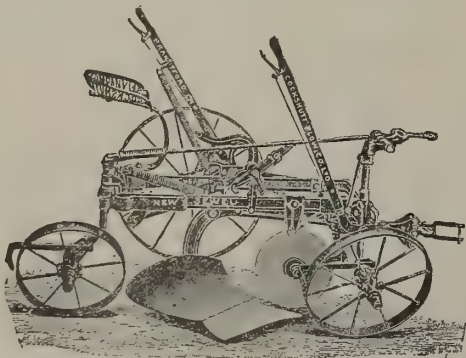
New Jewel Gang

The latest and best ideas in plow construction are embodied in this plow, it is adaptable to good plowing in any soil. The plow can be turned in its own length. An automatic foot lift raises and lowers the bottoms, and the driver's hands are left free to handle the lines. The bottoms lift high, so that all obstructions may be cleared, they may also be locked rigid with the frame, or allowed to float. Long dust-proof bearings are provided on the wheels, and when hard oil is used, these require but little attention.

They Sell on Their Merits

The dealer who handles Cockshutt Plows has an unlimited class of prospects to deal with, because all Cockshutt Farm Implements have been tried out and have always made good. The Farmers who are working to get all the money possible out of their farms prefer and use Cockshutt Implements. They are built to make a better seed bed, and at the same time are light enough to make easy work for men and horses, giving satisfaction to all users.

Let us send you complete information and give you a few more reasons why you should handle Cockshutt Farm Implements.



New Jewel Sulky

This plow is similar in most respects to the New Jewel Gang. The plow bottom is set firmly in the ground by simply touching a foot lever, and when once set for work, it will never vary. The controlling rod, which operates automatically, connects the furrow and rear wheels. The wheels have long dust-proof removable bearings which require but little attention when hard oil is used. This plow is furnished with either breaker or stubble bottom, and rolling coulter and whiplettes. It can also be furnished with rod breaker bottoms.



Beaver Gang

The handiest light weight plow you ever saw, it combines many of the features of the Jewel Gang, such as short turning, high lift, perfect adjustments, removable dust-proof bearings, etc., but is much lighter in weight. The bottoms are easily raised and lowered by a convenient lever and spring lift. This plow is fitted with unbreakable steel and malleable standards, and the soft centre shares are the heaviest ever used on a plow.



New Empire Gang

This is a light, strong, two-furrow walking plow that will keep in good condition for a lifetime. It has unbreakable steel and malleable standards. The frame is made of steel, and is extra strong. Heavy axles and dust-proof bearings, further increase its durability; this plow is made right and will stay right always. It is equipped with our fine adjustable ratchets, compound adjustable levers, and spring lift, all of which mean easier operation and better plowing.

Cockshutt Plow Company, Limited

Western Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. IX., No. 5

WINNIPEG, CANADA, MAY, 1913.

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Per Copy, 10c.

The Romance of the Road

In Western Canada, as in all new and raw lands, a question of great importance is that of roads and road-making. In the prairie provinces we have seen great developments in this direction, and gradually but surely the mud-holed, sagging trail is being replaced by the level, even road with a good surface.

It is very hard to realize in America, where good roads are, so to speak, only in their making, what a difference roadways make to a district, to a country. Take the paved roads of France, the fine military highways of Germany, the sweeping roads of Italy, over which the Roman legions marched in the days long dead. In all the art of road-making lies a great spirit of romance, of retrospect and adventure. Let us depart from the prosaic and practical side of the question, from the merely constructional standpoint. We all know the great benefit that good roads are to the farmer, how they aid him in taking his goods to the market, and in fetching supplies. Grades and good surface mean a possibility of larger loads and are infinitely more merciful to the long-suffering horse.

Let us study the whole reason why such things as roads ever had their being. Let us delve back into the prehistoric aeons when man was but a development of the beast, a mere atavism that pitted a puny, unformed brain against the cunning of the beasts of the matted jungle.

It is evening and the cave-bear and the saber-tooth tiger emerge from their lairs to pursue their hunting of the weaker animals. Their first movement, driven by the thirst of the long day, is towards the drinking pool.

Life is like a road, in fact more so than is anything else. In life we choose the line of the least resistance; in the making of roads we follow the same rule. Even so, in the shadowy darkness of the undergrowth, the denizens of the animal world of the past, heading towards the water, unconsciously evaded this or that obstacle, went around the deep ravine and sought the more gradual slope and so on until the margin of the drinking pool was reached. Here, then, we find our first road makers. The savage cave-men, little better than the animals, also made, from the mouths of their caves tracks that lead to the water or to the place where they searched for flints that they might make their primitive weapons.

Ages pass, and we find humanity still retains the habit of following the beaten trail, avoiding the worst ascents and descents, trying ever to let their progression be on a level surface. In the Eastern deserts the camel trails stretched away to the glaring horizon, and this sand road lay from oasis to oasis, for the road had to take the path that lay from well to well—water being the difference betwixt life and death in desert travel.

In China, the land of ancient civilization, we find splendid imperial highways the making of which is lost in the mists of antiquity. Immense bridges, built with infinite labor from quarried stone, span yawning mountain ravines, and roads are cut and graded all through the Chinese Alpine region of Xeusi. Lost is the name of the roadmakers, Chinese history only says that a great general and his army of many hundreds of thousands did the work. These roads are built

in geometrically-straight lines, the Chinese engineers of the past evidently thinking that the shortest route was the cheapest in the end.

In India we find great roads built by the rajahs of the past, but eclipsing them all is the Great Trunk Road stretching from Bombay to Calcutta, built by the British in the early part of the nineteenth century.

But beyond all these we find the sturdy Romans who were in reality the pioneer roadmakers of the world. The Romans conquered nations, dragged kings as slaves behind their chariots along the Appian Way—but they gave roads to the conquered people. The Caesars regarded the road as a thing of vital importance for the conquest and maintenance of the Roman Empire. They recognized what we must admit today: that the greatest part of the foundation of a country's civilization is a system of good roads. They saw that the natives of roadless countries would remain but savages, due to lack of intercourse and lack of unity of purpose. Roads, to the Roman, were the veins and arteries by means of which the circulation of the social system was carried.

When the legions conquered Gaul they crossed to the Tin Islands, the British Isles that were to be, and they drove northward the skin-covered inhabitants, who fought bravely but hopelessly with their weak spears that glanced off the helm and breastplate of the Roman soldiery. Away to the North lay the Picts—the tow-headed savages who were a constant menace to the Romans. The South they could control, but these hornets swept from their moors and morasses,

slew, and disappeared in the trackless wastes. Walls were built stretching right across England; these were patrolled day and night, and many a goodly fight took place as the dauntless Picts came from the darkness and attempted to rush the watch towers. The Roman generals knew that an army inactive was an army that was losing in physique, so they determined to conquer the Northern tribes—not by walls but by roads.

The substantial character of these roads can be comprehended when we consider that they can be as easily traced today as when they resounded to the clanking chariot wheels and the tramp of the swiftly-marching legions in 250 B.C. The writer has often followed a Roman road, in Scotland, over hills and through woods—a road that once was traversed by thousands of Romans long dead. Easy to trace it was, for two banks of the graded earth marked its route. Except where an unsurmountable barrier existed the Roman military road was made in a straight line to its destination. Where once the Roman sandals passed, where the furtive-eyed, conquered savage passed his hated oppressor, the silver birches wave and the wood pigeons croon among the larch trees. But the road still remains, sweeping north, ever north—broken where the moors and the woods cease and where tilled fields have hidden its course, but heading straight on until we come again to that twenty-yard highway of the past with its three foot banks on either side, and we follow it until it comes to the lone gray waters of the Northern Firth.

As in Great Britain, so did the Romans build roads in Gaul, and

in what is now the German Provinces. In their own land we find roads that have stood the traffic of 2,000 years without material injury. The Appian Way reaches its magnificent distance, 350 miles out from the gray walls of ancient Rome, an undying monument to Roman road building as it passes under ancient arches, beyond historical landmarks, over weird catacombs—the royal road of ancient Rome! Built by Caesar Claudius, the blind, in the year 312 B. C., it is a token today to the power of the only blind ruler of the Roman Empire.

Considering British history, we find that the union of England and Scotland was due to no kindly compact, but to the completion of a great highway between London and Edinburgh. This great North Road, as it is called, was started in 1707 and, today, is an example to the road-building world. Starting from the greatest city in the world we find its sweeping macadamized contour heading North to the very Northern extremity of Scotland. Heading North it passes Aberdeen and strikes North-West to the City of Elgin and then on to Inverness—a road nearly 700 miles in length. And so great was the engineering skill in its construction, that, although it has to surmount some very hilly country, the grades throughout its whole length are very easy.

The old days of stage coaches and highwaymen, the days when couples merrily galloped their way towards Gretna Green and happiness pursued by irate fathers, are past forever, but the withchery and the tales and folklore connected with old roads are still fresh in the hearts where romance is not replaced by modern materialism.

In America we have some famous roads, although, of course, none are of any great antiquity. There is the old Santa Fe Trail, built about 1825, also the old trails of the pioneers, heading for the North West and Canada. These trails of the olden days wander over prairie, plain and butte, snaking their way into the far horizon. Every individual one of them bears in almost every mile of its length an endless tale;

romance. To the individual with a spark of the adventurous in his soul, does not the open road and the night wind call? If the heart be so attuned can we not feel again the wind of the silent places upon our brow as we press forward into the unknown, impelled by that strangest of all things—the Wanderlust?

We shall see them yet, if we but live long enough—long level

They shall be the connecting wires of the West and wherever the railway does not penetrate we shall find the road. The old order has changed; the new is with us. Old trails, old memories of the pioneer days must pass and fade. The tracks along which the Indians cantered are being obliterated and in their place we see the high-powered automobile rushing along a trans-continental road that stretches its leagues from coast to coast in Canada.



The Muddy Trail and Sagged Sidewalk have Gone from West Canadian Cities.

stories of hardy pioneers who pushed their way towards the setting sun, stories of emigrant wagons from which comes the crack of the rifle as they vainly try to beat off the circling band of yelling redskins.

Yes, apart from mere macadamizing, from the engineering structure and the levelling of a road the labor of the grades and the cuttings, away beyond all that, the roads of the world carry with them a wealth of story and

Canadian highways threading the districts of the Great West, looping from town to town, from village to village; hard surfaced roads that no rain can turn into a quagmire, well beaten by traffic as the Western farmer draws the fruits of the soil to the nearest market.

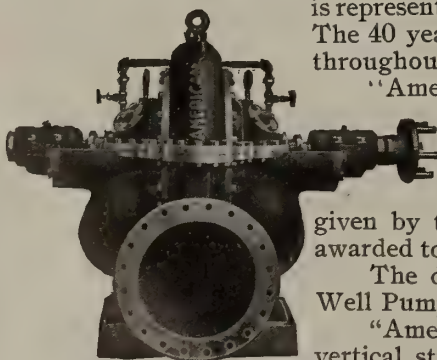
Along them we can see goods transported by large motor trucks; hurrying automobiles on business or pleasure bent shall safely traverse their surface.

Saskatoon and the Sky-Limit

We had always the conviction that Saskatoon would hit the cloud zone, and time has proven this to be only too true. Not content with covering the adjacent territory with the internal combustion engine, as applied to the automobile and power farming machinery, this city has produced a company for the purpose of constructing aeroplanes and teaching their operation. This company, known as the "First Saskatchewan Aviation Co., Ltd., has a capitalization of \$20,000, the shareholders being local gentlemen. A hangar will be erected with capacity for five biplanes. Two Curtiss biplanes have been ordered, one we understand being already received, while two of the Farman type of biplanes have been ordered from the Farman factories in England. An aviation field has been secured near the exhibition grounds. The slogan of Saskatoon seems not only to be "Going ahead" but also "Going up!"

The woman who sticks to her husband like glue may help him to mend his ways.

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

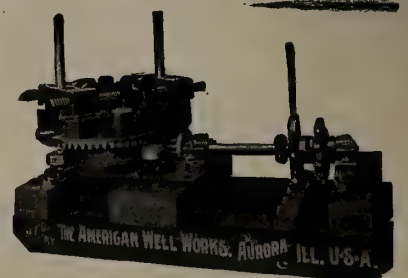
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



Binder Lock Attachment

A farmer in Manitoba, W. Alison, Deloraine, recently patented a lock for four-horse binder whiffle-trees. The lock is placed on the short tongue of the fore truck of the binder, connecting with the inside end of the ordinary double-tree. The main idea of the invention is to eliminate the possibility of the binder reel and the near horse coming in contact while executing a short turn, and it enables a right angle corner to be made with great ease.

In operation the lock attachment, when the binder is turning a square corner, removes the draft from the nigh team, shifting the center of draft from the center of the large double-tree to its ex-

treme outside end, causing the resultant leverage to propel the small or grain wheel backward, at the same time placing the binder in proper position to continue the work. As well as being advantageous in turning sharp corners it also makes it possible to reduce the distance between the binder and the present point of draft. The horses can therefore be hitched closer to the binder, helping the draft considerably. This invention seems to overcome the difficulty encountered when the binder was changed from the one straight tongue style to the modern fore truck. The point of draft had to be advanced in order to prevent the nigh horse coming in contact with the reel while turning, which, as

we have explained, has been prevented by forcing the reel backward by the leverage resulting from this simple lock attachment. Roughly, the claims that may be made for this simple attachment are: Saving of power through shorter hitch; saving of time and possibility of making a square turn; keeping full width of swathe at both centre and ends; giving straight movement on lines and shorter grip on team; lastly, the impossibility of drawing the nigh horse on to the reel while turning, this being impossible, as the lock at all times leaves a fixed space between them.

Some men have instead of brains, a pus cavity.

The New Employee

A new employee is the focal point of all eyes; his every act is noted. He should, therefore, be keen-eyed, close-mouthed, and strive to gain the confidence of his employer as soon as possible by diligence, honesty, ability and caution. He should learn the established policies and customs of his place of business as early as possible, so that he will be better prepared to give expression to his ideas and ability to his individuality. Wide-awake employers encourage sane aggressiveness of employees and reward initiative. Handling men is as much a talent as handling money—if it be pursued with a view to personal betterment.

John Deere Plow Co.

**The Deere Factories
and What They Make**

- Deere & Company, Moline, Illinois**
Steel Plows, Cultivators and Harrows
- Deere & Mansur Co., Moline, Illinois**
Corn Planters, Disc Harrows and Beet Tools
- John Deere Wagon Co., Moline, Illinois**
Farm and Mountain Wagons and Teaming Gears
- Marseilles Company, East Moline, Illinois**
Shellers, Portable Elevators, Wagon Dumps and Spreaders
- Davenport Wagon Co., Davenport, Iowa**
Steel, Roller Bearing Wagons
- Dain Mfg. Company, Ottumwa, Iowa**
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses
- Dain Mfg. Company, Welland, Ont.**
Hay Tools and Spreaders for the Canadian Trade
- Van Brunt Mfg. Co., Horicon, Wis.**
Grain Drills and Seeders of all kinds
- Syracuse Chilled Plow Co., Syracuse, N. Y.**
Full Line Chilled Plows and Spring Tooth Harrows
- Fort Smith Wagon Co., Fort Smith, Ark.**
Wagons for South and West

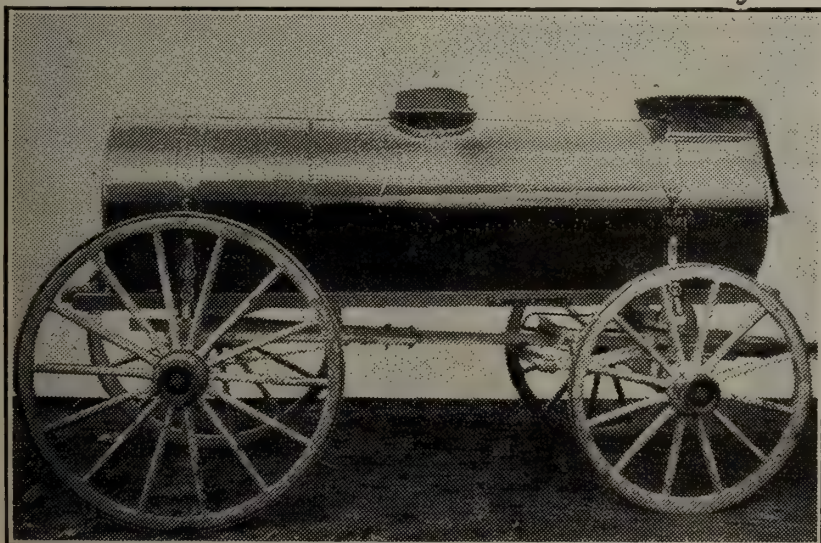


*The Trade Mark of Quality Made
Famous by Good Implements*

The Sales Organization

- Deere & Webber Co., Minneapolis, Minn.
- John Deere Plow Company, Moline, Illinois
- John Deere Plow Company, Omaha, Nebraska
- John Deere Plow Company, Sioux Falls, S. Dak.
- John Deere Plow Company, Kansas City, Mo.
- John Deere Plow Company, Oklahoma City, Okla.
- John Deere Plow Company, Denver, Colorado
- John Deere Plow Company, St. Louis, Missouri
- John Deere Plow Company, New Orleans, Louisiana
- John Deere Plow Company, Nashville, Tenn.
- John Deere Plow Company, Atlanta, Ga.
- John Deere Plow Company, Dallas, Texas
- John Deere Plow Company, Portland, Ore.
- John Deere Plow Company, Spokane, Wash.
- John Deere Plow Company, Boise, Idaho
- John Deere Plow Company, San Francisco, Cal.
- John Deere Plow Company, Indianapolis, Ind.
- John Deere Plow Company, Columbus, Ohio
- John Deere Plow Company, Baltimore, Md.
- John Deere Plow Company, Syracuse, N. Y.
- John Deere Plow Company, Des Moines, Iowa
- John Deere Plow Company, Milwaukee, Wis.
- John Deere Plow Company, Ltd., Winnipeg, Man.
- John Deere Plow Company, Ltd., Saskatoon, Sask.
- John Deere Plow Company, Ltd., Regina, Sask.
- John Deere Plow Company, Ltd., Calgary, Alta.
- John Deere Plow Company, Ltd., Edmonton, Alta.
- John Deere Plow Company, Ltd., Lethbridge, Alta.
- John Deere Export Company, New York, N. Y.
- Con. Wagon and Machine Co., Salt Lake City, Utah
- Bristol & Gale Company, Chicago, Illinois

A FULL LINE OF FARM IMPLEMENTS



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks that Sell!

We are Specialists in the construction of Steel Storage and Wagon Tanks, whether for Water, Oil or Gasoline. Our

Western Standard Tanks

are the last word in Sheet Steel Tank construction.

Our prices and discounts mean money to the dealer who handles our line.

Come and see us when in Town or write for our proposition to dealers.

RED RIVER METAL COMPANY, WINNIPEG 51—53 AIKINS STREET

The Transylvanian Buffalo

In Transylvania and the Balkan countries, buffalo keeping is very widespread, and will for a long time to come play an important part. In other parts of Europe also the buffalo could do very good service under certain conditions.

The Transylvanian buffalo differs but little from its Indian congener; its ill-proportioned body, its coat, mostly slate grey to deep black in color, which is almost bare in summer and in winter very thick, its shaggy legs, long thin neck, and lean head, with its malignant, beady eyes, make it very ugly in appearance. Notwithstanding this, it is a very good-tempered animal and quite harmless. Cases of viciousness are not more frequent than with

cattle. Dangerous tempered animals must be killed.

The phlegmatic nature of the buffalo, however, and its insensibility to punishment in an unexampled degree, render very skilful handling necessary if it is to be successfully made to work; then, however, it shows a great capacity for work, and at the same time its wants are less than those of any other domestic animal.

Its physical development proceeds slowly, and only terminates in the seventh year. The period of gestation of the cow is 11 months, and after calving, when on good grass lands, the cow's daily yield of milk is 10 to 12 pints; but the milk secretion does not last long, and a yearly milk yield of 220 gallons is a very good

one. The milk is exceedingly rich; it contains twice as much lactose and fat as ordinary cow's milk; in exceptional cases the faty contents may amount to 10 per cent.

This valuable property might be further developed by selection. In Transylvania buffalo milk is highly esteemed for use with coffee and for the preparation of cakes and biscuits. Buffalo milk could be sold to advantage in the vicinity of large towns and sanatoria, and it is intended to import buffalo cows into Germany as dairy animals. Buffalo meat is darker and coarser-fibred than beef, but is excellent as meat for soup.

Tuberculosis does not occur in the buffalo, but it is liable to foot-and-mouth disease, though to a much less extent than the ox.

Strange to say, a few stings of the Kolumbacz fly of the lower Danube valley may result in the death of the buffalo, while cattle are not much affected by them.

The weight of a full grown buffalo ox is 1,220 to 1,340 lbs.; its price is about \$60 to \$80 for cows, and \$100 to \$120 are paid for bulls.

Root Feeding and Milk.

Experiments extending over three years, and made with sixty cows in all, were carried out to test the effect of a ration consisting largely of roots on the yield and composition of milk, and incidentally to determine how far turnips could profitably replace the more concentrated and expensive foods commonly employed in feeding dairy cows. In each year two lots of cows, as nearly equal as possible in respect of age, period of lactation, yield and quality of milk, were selected. Before the experiments began there was a preliminary trial period of about three weeks, in which the adjustment of the two lots was completed, and in which all the foods to be experimented with were fed. The cows were then gradually put on to the experimental rations. In the second and third years, after the experimental rations had been fed for eight and ten weeks respectively, the rations were crossed, and the experiment was then continued for another four or six weeks. The experimental rations may be briefly described as follows: The "Turnip ration" consisted of 112 lbs. of roots, 15 lbs. of hay and 4 lbs. of meals per head per day. The "Ordinary ration" contained 40 lbs. of roots, 15 lbs. of hay and 10 lbs. of meals and dried grains per head per day. In addition, straw was fed to both lots. The ordinary ration did not supply quite so much dry matter as the turnip ration, but its albuminoid ratio was very considerably narrower than the latter—in 1911-12 it was 1:7.6 as compared with 1:14.

The meals and dried grains were supplied to the cows in the form of mashes, which were made up with definite quantities of water. Allowing for the water supplied in the mashes, the cows on the turnip ration received daily nearly four and a half gallons more water per head than those on the other ration. Both lots refused drinking water when it was offered to them from time to time. In all three experiments, the milk of each cow was weighed at every

Light, Power and Profit

LEG MODEL



Capacities: 280 to 720 lbs.

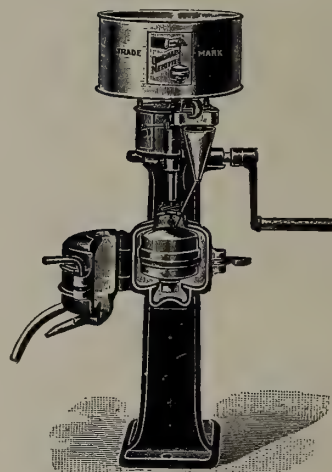
MELOTTE CREAM SEPARATORS

From FACTORY to YOU direct.

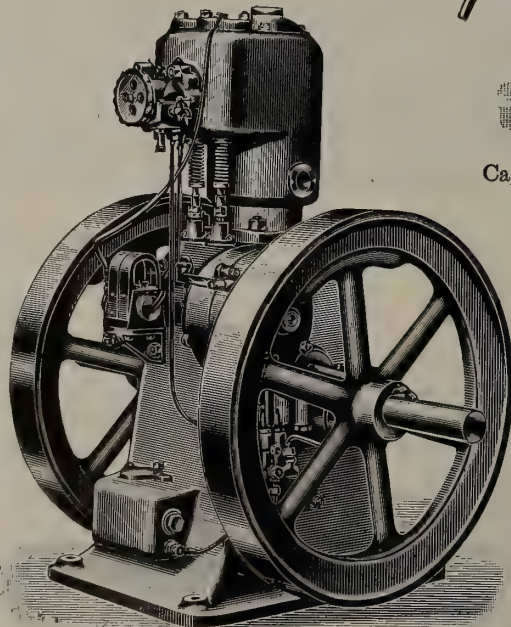
No other the equal of the MELOTTE for good skimming and durability.

It will last a life-time with practically no repair cost.

SOLID BASE MODEL



Capacities: 400 to 1,300 lbs.



LISTER The English Made Gasoline Engine

Guaranteed To Give
Satisfaction.

When in Winnipeg call at 197 Princess Street, and start and stop the "Lister-Bruston" Automatic Electric Lighting Plant yourself—So simple to operate—You turn lights on and off to start or stop—The most perfect Plant made.

R. A. Lister & Company, Limited, of Dursley, England

Address all communications to

R. A. LISTER & CO. LIMITED, 197 Princess St., WINNIPEG, MAN.

Highest Power

Lowest Cost
of Up-keep

The Best Make

milking. In the first two trials the percentage of fat in each cow's milk was determined once a week, but in the third season the fat was determined at every milking.

Feeding Calves.

Young calves should be fed on whole milk for some time, and changes in their feed should be made gradually. After a half skim and half whole milk feed may be changed to one of half skim and half whole milk. Decrease the whole milk until you are feeding the calf entirely on skim milk. It is well to have a quantity of grain convenient so that the calf will have an opportunity to learn to eat as early as possible. It probably will not learn to eat grain for some little time. This may be hastened, however, by mixing a small amount of bran with the milk, or you may add a small quantity of low-grade flour.

Skim milk contains some more protein and carbohydrate than whole milk, so for feeding it is best to pick a grain that will not supply large quantities of these materials. In some instances calves may do very well on highly concentrated feed, but these feeds are usually very expensive, and there are other substitutes that are just as good. Usually no better results can be obtained from high-priced concentrates than from feeding such grain as corn, kaffir corn, sorghum, barley or oats. The following mixtures have been found to give very satisfaction: Whole oats and bran. Whole oats, corn, barley and bran. A mixture of 15 pounds of whole oats, 9 pounds of bran, 3 pounds of corn meal, and 3 pounds of linseed meal is also a very good feed for calves.

Any young calf ought to have plenty of fresh water and should be allowed out in the sun as much as possible. It should have free access to good clover or alfalfa hay, or if these are not available, timothy hay and corn fodder. If you have silo, small quantities of ensilage will keep calves in good condition during the winter months.

Self Starting Automobiles.

The modern automobile is becoming more and more perfect as year follows year. Many makes now have a complete electric lighting system embodied in their construction, while another excellent feature is the self starter. This device takes various

forms—some starters being operated by electricity and some by compressed air.

In one well known make of automobile the starter consists of an electric motor mounted in such a way that it will rotate the engine fly wheel. Power is drawn from a 120 ampere hour storage battery of special construction, which is used also for ignition and lighting purposes. It is charged automatically by a dynamo operated by the engine so that it is never necessary to visit a charging station or remove the battery.

Pressure on a pedal in the driver's compartment engages a gear on the shaft of the electric motor with a gear ring around the fly wheel, and turns the full power of the storage battery into the motor. The engine is turned over rapidly, and can be spun in this way for half an hour. As soon as the engine begins to run on its own power the starter is automatically disconnected.

Under such circumstances it cannot fail to start the motor even in the coldest weather. It will start on the magneto as well as on the battery. The engine cannot backfire because the electric motor is strong enough to overcome the back pressure.

Things That Changed.

"Gimme a nickel, papa," the children used to say,
But kids like these are lost somewhere, or don't exist to-day.
The ones we have want other things their aching souls to heal,
And where a nickel once brought joy, we hearken to this spiel:
"Now, Pa, we need a touring car,
The Country Club is out so far
Our runabout won't do.
The Simmonses have bought a Flash—
A sixty-six; it takes some cash,
But ours will never do.
And Mamma says she knows you will
Give me a \$20 bill
To take some friends to see the show,
For they've been nice to us, you know,
I had to buy some clothes to-day,
For everyone is wearing gray;
The money? Why, I thought you knew
I'd have to have it charged to you."

—Dallas (Tex.) News.

Stand squarely for an honest price; it is your right. No man can honestly deny you in favor of the fool or careless estimator.

DE LAVAL

CREAM SEPARATORS

Are Trade Bringers

Dealers who handle the De Laval invariably enjoy the largest separator sales.

The De Laval gives such splendid satisfaction to the user and is so much better liked and better advertised than any other cream separator that it is by far the easiest separator to sell.



The De Laval agency is a real asset to any dealer.

If you want the best known and the best advertised cream separator on the market write immediately about an agency before your territory is closed.

Big new Cream Separator catalog just out will be gladly mailed upon request.

Other Profitable Lines for De Laval Agents

Silos The silo follows the cream separator. Canadian cow owners are rapidly coming to see their need of a good silo. More of our Ideal Green Feed Silos are sold in Canada than all other makes combined and you will find the agency profitable.

Dairy Supplies The agent who is selling cream separators and silos might just as well sell his dairy farmer friends their dairy supplies. We carry a very complete line, all of which are listed in our catalog.

Farm Supplies These include cow stanchions, litter carriers, gas engines, platform scales, spraying outfits, barn tanks, and other farm requisites.

Creamery Supplies If there is a creamery in your locality why not get in touch with them and find out what they need. You will find a complete line of creamery supplies listed in our catalog.

Cheese Factory Supplies We carry a complete line and will be very glad to have an opportunity to quote you prices and terms.

It is our policy to carry a complete line of the various machines and supplies required in the dairy field, both in the factory and on the farm, all of which you will find described and illustrated in our various catalogs. If it is made or sold by De Laval you can rest assured that the quality is the very best.

SEND FOR COMPLETE CATALOGS
DE LAVAL DAIRY SUPPLY CO., LIMITED
MONTREAL PETERBORO WINNIPEG VANCOUVER

The Second "Made in Canada" Train



The "Made in Canada" Train en Route

The splendid success of the "Made in Canada" Exhibition tour through Manitoba, Saskatchewan and Alberta last year is responsible for the Canadian Home Market Association's decision to repeat the enterprise this year, only on a larger scale. Another fact that leads to the repetition of the experimental tour of 1912 is the industrial activity which followed in the wake of the train in its course across the prairie last year. The establishment of several factories and warehouses in prairie cities may be traced directly to the "Made in Canada" train. An even greater impetus may be expected this year, for any defects or weaknesses discovered in the initial trip have been strengthened or remedied in the train of 1913. All the exhibits will be different from those in last year's train, and the comfort of the visiting public has been provided for by better entrance and exit facilities,

more lighting and better display signs.

The tour will be organized on practically the same basis as that of 1912, and will cover about 120 cities and towns in the West, occupying about 52 days. The train will leave Montreal on May 14th, and after visiting half a dozen cities in Ontario, will exhibit in Winnipeg about May 21st, proceeding Westward, and returning to Montreal about July 5th. The itinerary will embrace the principal points on the lines of the Canadian Pacific Railway, the Canadian Northern Railway, and the Grand Trunk Pacific, west of Winnipeg.

The train will be electric lighted throughout, and the cars will be arranged with aisles along the side, leaving the greatest possible width for the exhibit booths. Stops will vary from two hours to forty-eight hours each, depending on the size of the town or city visited.

The route after visiting Montreal, Ottawa, Toronto, and Sudbury, will be along the main line of the C.P.R. to Winnipeg, making stops at Port Arthur, Fort William, Dryden, Kenora and Keewatin. After leaving Winnipeg, it will spend a day in Brandon, and will then proceed along the Souris line, via Arcola to Regina, touching all the principal towns en route. After leaving Regina, it will proceed along the main line of the C.P.R. to Medicine Hat, making stops at all the principal intermediate points. Leaving Medicine Hat, it will follow the Lethbridge line, making a side trip to Raymond, Magrath, and other towns in that district. Leaving Lethbridge, it will touch Macleod and all the principal points from Macleod to Wetaskiwin. Leaving Wetaskiwin, it will proceed Eastward on the C.P.R., making several stops before Macklin, and also touching the principal points on the new line

from Macklin to Moose Jaw. After four weeks on the C.P.R., it will be turned over to the C.N.R., who will handle the train from Regina to Prince Albert and from Warman to Edmonton, where they will transfer it to the G.T.P., who will operate it over their system from Tofield to Alix, and from Edmonton to Melville and Canora. At the latter point it will be turned over to the C.N.R. again. Making stops at Dauphin and intermediate points, the train will proceed to Winnipeg, where the exhibits will be dismantled. This is a much more comprehensive tour than that of last year, and practically all the points covered, except the larger cities, will be new ones.

One of the features of this year's trip will be a moving picture show. In addition to the lantern views, which were shown last year, there will be two or three moving picture films of Canadian scenes, which are bound to prove of interest to those who visit the train. As last year, the lecture will be given in the open or in some suitable hall at all evening stops, but in the day time it will be given in a special car which will be equipped for this purpose.

No exhibit will attract greater interest than that of Ontario fresh fruit and dairy products, splendidly arranged in one of the cars by the Agricultural Department of Ontario.

The coming of the "Made in Canada" train will be published by advertisements in all local papers in the towns at which stops will be made, and also by artistic posters and circulars. In no part of the Dominion has the preparation of this train met with greater enthusiasm than in Western Canada. Western managers have showed their zeal in the enterprise in no uncertain manner, and one complete car is allotted to exhibits made west of the Great Lakes, containing goods from factories at Fort William, Port Arthur, Winnipeg, Brandon and Moose Jaw.

No man, woman or child should miss the opportunity of seeing the contents of the train. It is a token, an incontrovertible argument, that Canada is a manufacturing country, and strangely enough, too many of us, especially in Western Canada, seem to consider this as a mere myth. To all who doubt, come, see, learn, and depart in wonder.

We will detail a few of the exhibits that will be comprised in this ten-car moving exposition,

The "Bissell" Double Action Disk

is a two-in-one Implement. This Harrow is both In-throw and Out-throw. By hitching 4, 6 or 8 of the Bissell Disk Harrows together in a group, you can have a double action outfit for Engine power and disking on a large scale. The gangs are flexible on the Bissell Harrow and are not too long to fit the hollows made by heavy Engine Drive Wheels.

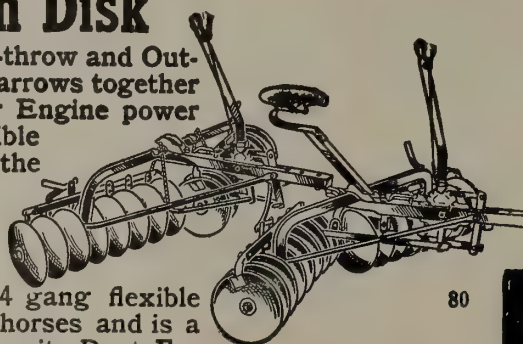
These same Harrows may be used for double action or single disking with horses.

The "Bissell" will make a proper seed bed for you. Another Bissell special is a 28 plate wide sweep, 4 gang flexible Harrow covering 14 ft. It is nicely handled with 6 horses and is a favorite with many farmers. For further particulars write Dept. E.

MANUFACTURED EXCLUSIVELY BY

T. E. BISSELL COMPANY, LTD., ELORA, ONT.

Write to any of the Jno. Deere Plow Company's Branch Houses



and would advise every retail dealer who can to make a special effort to see the train so that he may recognize the fact that the future will reveal his country as one of the greatest manufacturing countries in the world.

Some of the exhibits are: Stoves, windmills, gasoline engines, hand tools, biscuits, confectionery, furniture of all kinds, kodaks, rubber goods, cottons, ducks, oilcloth, burlap, rubber footwear, tents, awnings, blankets, lumbermen's and contractors' supplies, shirts, collars, corsets, hats (straw and felt), rubber collars and combs, celluloid novelties, hosiery, knitted goods, jute and cotton bags, twine, boots and shoes, paints, enamelware, steel products, pianos and other musical instruments, harness, silver plated ware, cash registers, brass goods, flavorings, spices, pork products, furs, pumps, oil, gasoline, and innumerable other products.

Measuring Binder Twine

Binder twine is a commodity that may vary in quality according to the quality of fibre used. The reputable and firmly-established manufacturers of twine do not adulterate their fibres, yet some manufacturers have a tendency to mix a certain percentage of low-grade fibre with that of a better grade of quality. This may cause twine of the same brand to vary in quality at different times, because of the irregularity in quality and quantity of the low-grade fibre in its composition. This solves the problem that often arises in the mind of the dealer as to why a certain brand of twine will at one time give great satisfaction, whereas at another time complaints are made by customers regarding the same brand. Obviously a first-class binder twine can only be made from high-grade fibre, but from low-grade fibre it is difficult to make even a reasonably good class of twine. The cheaper twines are usually made from low-grade fibre and have not the same good spinning qualities such as is enjoyed by a high-grade product. Any dealer, however, can always satisfy himself upon the quality of twine by the application of a simple rule which we shall give.

As is generally known, sisal twine should run 500 feet to the pound; manila 600 feet; and pure manila 650 feet. Twine varying over or under these limits is undesirable, because that which

runs very much more than the lengths given is usually spun too thin, consequently may be weak; while that which is short of the specified length is probably made of poor material and is spun thick to stand the inspection tests for strength. These kinds of twine do not usually give good work at the knotter.

In measuring twine as a sample, weigh four ounces of the twine in a chemist's scale graduated in $\frac{1}{4}$ ozs. Take the end of a ball and unwind 4 ozs. into the hopper of the scale, and then cut the twine or tie a colored string round it at the 4-oz. mark. Thereafter measure the twine you have weighed to find the length that 4 ounces represents. If one pound of sisal twine equals 500 feet, then 4 ounces ($\frac{1}{4}$ lb.) should be 125 feet. Therefore

$125 \times 4 = 500$ feet per pound—a perfect sisal or standard sisal twine.

If the twine measures 140 feet, then

$140 \times 4 = 560$ feet per pound.

This twine is spun too thin, consequently must be weak.

If the twine measures 115 feet, then

$115 \times 4 = 460$ feet per pound.

This twine is probably made from poor material and spun thick to secure the required strength.

To find the comparative value, divide the price per pound by the length of twine in one pound. Then multiply the number of feet per pound by the result. For example, let us assume that the twine costs 10 cents per pound. If a 500-foot twine, you should have 500 feet for every ten cents. In the case of the first twine you would consequently be getting correct value.

$10 \text{ cents} \div 500 \text{ feet} = .0002$ —value per foot of the twine, or $500 \times .0002 = 10$ cents.

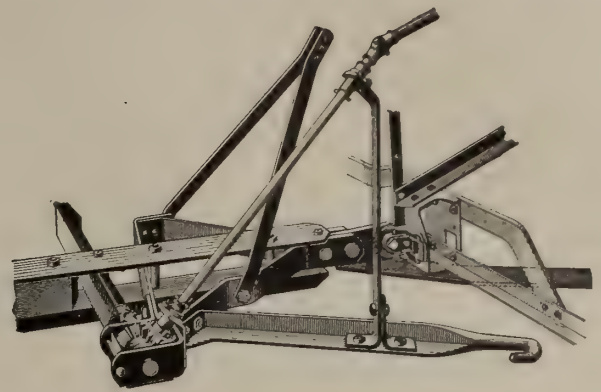
Taking again, the short length twine, that ran to 460 feet per pound, then

$460 \text{ feet} \times .0002 = 9.2$ cents—which is the real value of the twine you are paying 10 cents for. Consequently the loss per pound is nearly one cent, no inconsiderable amount in a large shipment.

This rule is applicable to any kind or make of twine. If manila twine be measured, it should, if good twine, run 150 feet to 4 ounces (600 feet per pound); and if pure manila, $162\frac{1}{2}$ feet to 4 ounces, or 650 feet per pound.

Does it pay to advertise? Certainly, and every day is pay-day.

A WESTERN INVASION



STRICTLY ON ITS OWN MERITS, AND BY ACTUAL PERFORMANCE HAS THE

Massey-Harris New Binder Engine Hitch

PUSHED ITS WAY TO THE POSITION OF ABSOLUTE SUPREMACY WHICH HITHERTO HAS BEEN ENJOYED BY ONLY THE

World-Famed Massey-Harris Binder

BINDER ENGINE HITCH IS

Simple in Construction Easy to Operate
Fits any Width of Massey-Harris Binder
Direct Connection from Engine to all Binders

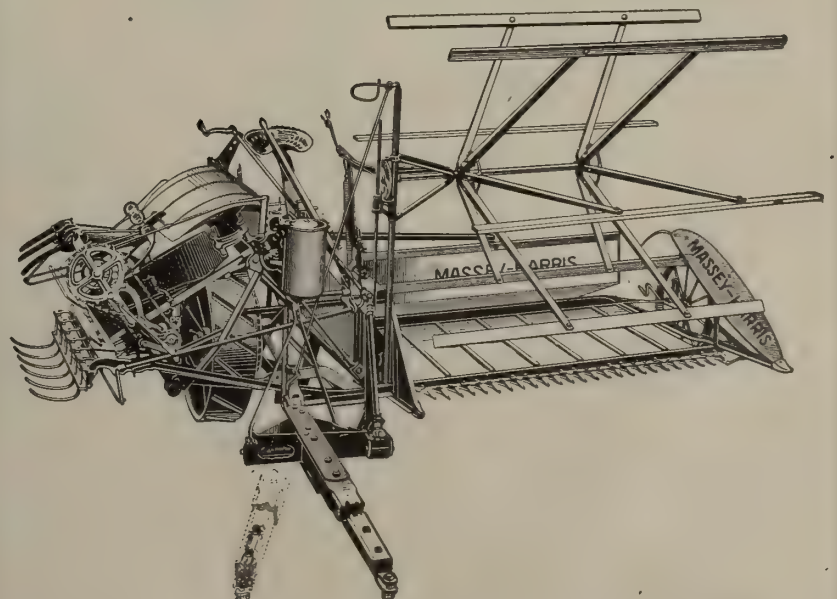
Massey-Harris Company

Limited

WINNIPEG
YORKTON

REGINA
CALGARY

SASKATOON
EDMONTON



The Evolution of the Auto

In the last few years we have seen a wonderful mechanical development in the production of the ordinary automobile. From a resonant, perambulating mechanism it has become a silent, speedy, powerful vehicle; perfectly controlled and splendidly equipped. A whole volume might be written on the mechanical development and research that lead to this improvement, yet the development naturally falls under three different stages; the invention period, the manufacturing development period, and the development of the economic side of the problem. The auto industry is now entering upon the third stage or period of its development.

We must recognize the existence of two types of motor car—the “manufactured” car, so-called, and the “assembled” car. There is now a distinct and third type coming into existence—the “standardized” car.

Let us briefly analyze the difference between the “manufactured” car and the “assembled” car.

To form the several hundred different component parts that go to compose the modern automobile, we would require an immense factory. We would have to have foundries, machine shops, smith shops, brass foundries, electrical machine shops, body-making establishments, upholstering shops, in fact the capital required to install such a plant would be enormous. Yet this is the case with the “manufactured” car. The vast majority of its component parts are made from start to finish in one plant, with, perhaps, the exception of the electrical part of the mechanism. Practically all European-made cars are made thus, and, while it restricts output considerably, it greatly benefits the mechanical efficiency and value of the car as a whole.

Fortunately the so-called “assembled” car is rapidly disappearing, yet a slight idea of the methods employed in its manufacture should prove interesting. The first part in the process is that the company settle on the price of the car which they intend to produce, for it is the case that the price is settled even before the car is built, which says a good deal for the ultimate percentage of profit which the com-

pany hopes to reap. The wheel-base, or over-all length of the car, is then settled and a rough design drafted. The staff of engineers may have agreed that a certain engine would be best, but if that engine does not harmonize with the final cost of the car, another and a cheaper motor is installed. So it is with all the main features in the car, they are installed more for cost than for efficiency or mechanical value. Perhaps a body maker has a thousand bodies on hand which he is willing to sell at a low price. These bodies are bought and made to suit the frames of the car, or vice-versa. So with every part. It was a collection of “job-lots,” and the erecting of the car was, and is in some cases yet, only an approximation. One part is oversized, the other is undersized, and by the theory of paring and patching the “assembled” car at last is erected. But woe betide the owner who seeks for standard repair parts for such a car. No two cylinders may be the same bore; no two pistons interchangeable. The car is made to run in the shops; that means that the parts are machined and fitted to suit one another, but it is far from axiomatic that a part taken from one car of the same size will fit another car of a like size with no bother whatever.

Such methods of manufacture were and are fundamentally wrong, and therefore doomed to fail. This type of manufacturer is fast getting out of the business, and he is doing himself as great a kindness as he is the industry. It is always better to withdraw voluntarily out of an awkward position than to be ejected.

But now we are approaching the era of the standardized car. The manufacturer of this class of car declares firstly what his car is to be before ever a selling price is mentioned. It demands, beyond all, quality, because he is building with the paramount idea of service to the user. His engineering department determines on the essentials of the car; its lines, construction, motor, wheel-base, size of wheel, etc. The best motor builder suitable is found, and the best firm for making rear and front axles. Every detail of the construction of the car, down to the most minute part, is placed with a firm who specialize in that particular feature. Then, and not until then, are prices on all the

parts obtained, and the price of the car fixed, a price that seldom varies during the life of that particular model.

Now, to build the actual car. The engineering department of the manufacturer draws out every detail of the car from the radiator to the rear axle. Every bolt, spindle and nut is sized to be in the proper space and location. Allowances are made for all dimensions, for running and driving fits; in fact, the complete car is built in blue prints. As we have said, each of these designed parts may go to different factories to be made. The rear axle may be made in Cleveland; the body in Detroit; and the engine in St. Louis. But with every part goes an inspector from the parent factory, and as the parts are machined he checks, measures and inspects every operation, rejecting every part not absolutely correct. What, then, is the result?

When the parts are finally shipped to the parent factory they are built for each other as truly as if they were built under one roof—and such is the work produced by an organization whose only business in life is to build this particular part better than anyone else could build it who divided

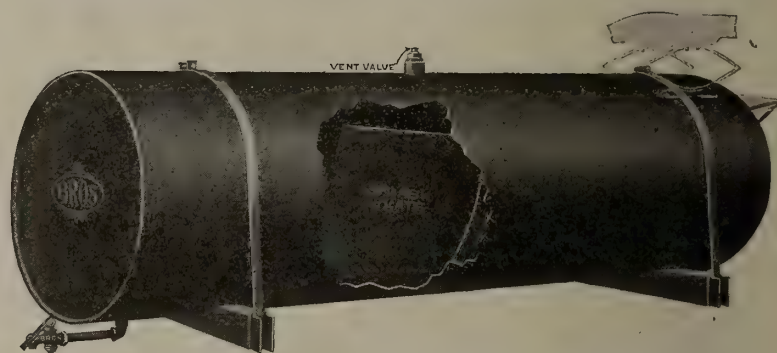
his attention with other duties or endeavors.

It's the old story of specialization. We used to pay as much for a good watch as we would now pay for four watches equally good. Why? Standardization! We used to pay as much for a bicycle as we do for a motorcycle now. Why? Standardization! And so it is that over all the world the lowering of the price of all mechanisms is gradually coming, and all due to the standardization of parts making bigger outputs possible. Men contend that specialization kills originality and inventivity in the mechanic. It may; but it tends to lessen the price of the product and to give to the public a quality that otherwise they could never hope for.

A New Australian Seed Drill

An article in the Sydney Herald describes a new seed drill, the invention of a Sydney man, the distinctive feature of which is that it sows fertilizer three or four inches below the grain. It is claimed that this makes possible an increased production of one to four bushels per acre.

Tanks You Should Handle!



Western Steel Welded Wagon Oil Tank

This Means YOU, Mr Dealer!

You can sell these tanks because their construction will appeal to every customer. Made with a capacity of 400 or 500 gallons, they are light, yet strong.

We guarantee every tank to be made exactly to the standard specifications.

CONSIDER THEIR CONSTRUCTION.

Material: Built throughout of No. 10 and No. 12 black steel. Single compartment tanks equipped with splash plates spot welded. Two and three compartment tanks are divided into compartments of 200 gallons or over, and are provided with splash plates in each compartment. Compartments less than 200 gallons have no splash plates.

Each tank has one pair of Western bolsters, and every compartment is provided with a 1-inch Western lock-up draw-off faucet, also a 2½-inch filling gland and plug. Tanks have seat lugs and irons for foot-rest attachment. Absolutely guaranteed to be made to above specifications.

Write Dept. G for particulars and literature.

The Western Steel & Iron Co., Ltd.
Winnipeg Canada

Automatic Lighting Plants

Did you ever hear of an electric lighting plant where you simply turn on the switch in any part of the house and the plant starts running? That is just what you can do with the Rumely automatic electric light plant, which is sold by the Rumely Products Company, La Porte, Indiana.

It is an ideal outfit where one desires a safe, clean, moderate-priced lighting system. With the exception of filling the fuel tank and lubricators, it requires very little care or attention. It is very convenient in that it is not necessary to go near the plant to start it, as this is done automatically. Women can quite easily start this plant, whereas to start an engine and operate switches is usually beyond their mechanical prowess.

This plant consists of a Rumely-Olds stationary engine specially made, a dynamo, a set of storage batteries, and a switch-board which automatically regulates the action of the entire system. The storage battery capacity in the Rumely electric light plant is very small compared with that used in most electric light plants. The idea is that when a large amount of current is required, as in the evening when a large number of lights are being used, the dynamo will furnish the current direct to the lighting system. The batteries will be used only to start the outfit or when a few lamps are needed late in the evening or early in the morning. After the batteries have received their full charge the gasoline and oil are

automatically shut off, the engine stops, and the dynamo is disconnected from the battery circuit. After the batteries have discharged a certain amount, a switch is automatically thrown and the dynamo changed to a motor which starts the engine. As the engine speeds up, another switch is automatically thrown which changes the motor back to a dynamo again, thereby furnishing current for the batteries or the lighting system, as the case may be.

While the Rumely automatic electric light plant is automatic in its operation, it is far from being complicated. There is nothing about it to give serious trouble when it is properly cared for.

These plants are made in sizes from 75 lights up to 1,000 lights. The fact that they operate automatically with very little attention makes them very desirable for isolated lighting plants. To farmers, country storekeepers and suburban dwellers this plant comes as a solution of the lighting problem, without danger of fire and with the advantages of automatic operation.

A System of Storing Gasoline

A novel idea for storing gasoline so as to avoid waste from evaporation was recently originated by a firm in Glasgow, Scotland. The novelty of the system consists in the fact that the storage tank is always full of liquid and that no air is admitted at any time. The liquid in the tank may be gasoline, or gasoline and water, or all water. The water and gasoline do not mix, and

owing to the difference in their specific gravities, the gasoline always floats on the top of the water. By a simple and ingenious mechanism water is pumped into the tank to force out the gasoline when required, while the water is drained away when space is required in the tank for the storage of more gasoline.

The advantages claimed for this system are that it prevents loss from evaporation, that no gas is forced out when the storage tank is refilled and that the gasoline will not lose its potency however long it may be stored in the tank. It need scarcely be mentioned that the apparatus is so designed that no water whatever can be drained off along with the gasoline. One large firm of automobile manufacturers in Glasgow—Argylls Motors, Ltd.—are installing the system into their factory, a large plant recently built.

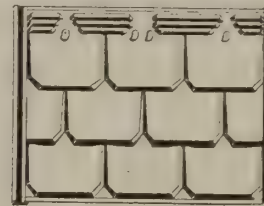
Adjust the Spark Gap

If the motor misses when under a light load it is well before making carburetor adjustments to make the spark plug gaps just a trifle wider—that is, if magneto ignition is adhered to. Missing under heavy loads or when the motor speed is slow may sometimes be corrected by closing the gaps slightly. In either case, the

amount of change in the length of the gap should be slight.

If you want to handle a GENUINELY GOOD ROOFING

One that you can recommend
and stand behind, then sell



Eastlake Steel Shingles

"There with the wear."

Waterproof

Fireproof

Rustproof

Easy to Lay and
Durable as the Building itself.

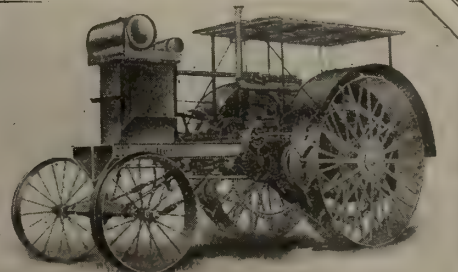
WRITE US TO-DAY for
Catalogue and Selling Proposition



THE METALLIC
ROOFING CO.
LIMITED
MANUFACTURERS
WINNIPEG, MAN.

Head Office: TORONTO, ONT.

OUR 1913 MODEL
STANDS FOR
QUALITY
EFFICIENCY
AND
SERVICE



Greatest Power—Lightest Weight.

THE "Flour City" tractor equipped with the four cylinder vertical motor admits of light weight without sacrificing power.

THE large diameter wheels have more traction surface and admit of light weight without sacrificing draw-bar power.

THIS combination won the "Flour City" four Gold Medals in the Winnipeg Contest, and established a reputation for efficiency in the field not equalled by any other tractor.

THE 1913 model is correct in design, economical in fuel, simplified in construction, and burns gasoline, kerosene, or distillate.

Built in three sizes—20, 30 and 40 H.P.

If interested send for Catalog, and dealers' proposition.

Kinnard-Haines Co., 830 44th Ave. N., Minneapolis.

LOUR CITY TRACTORS

"That's the Slickest Engine I ever saw"



(Sizes 2½ to 60 h.p., Semi-Portable, as illustrated. Also Stationary and Portable.)

So remarked an agent who has handled many different makes of gasoline engines in the last 20 years. "Why," he said, "that special governor of yours would make any man want the RENFREW STANDARD gasoline engine if he had no other reason for buying it."

The governor that the agent spoke so enthusiastically about is, we might say, one of the principal features of the

Renfrew Standard It Starts Without Cranking

It is undoubtedly the most efficient governor yet devised—immensely superior to the old fly-wheel type. It controls the engine perfectly, allowing speed to be changed at will while the engine is running, and automatically cutting off the supply of gasoline and electricity from batteries should engine exceed speed for which it is set. The simplicity and durability of this governor also makes the RENFREW STANDARD engine especially adapted to withstand rough usage.

Our booklet tells of many features that are strong selling points for the RENFREW STANDARD Engine. Get the booklet and you'll want to get the Agency.

The Renfrew Machinery Co. Limited, Willoughby-Sumner Block Saskatoon, Sask.

The Salesman

When he swings into your store with a cheery smile, and slams his bag down on the counter, as he says, "Good morning, how's business?" do you ever think a little over his life?

How often do you stand with a glum and forbidding countenance, not even reaching out to him the icy and chilly mit of ordinary civility. A few moments before you were comparatively peaceful in your psychological think box. Farmer Brown had squared his account with you, and things on the whole looked fairly promising. But the moment that young-old man with the alert personality stepped into your store life assumed a bilious, liverish and jaundiced aspect.

Only a salesman!

A man coming to try and cajole you to buy things that you don't really need; to criticise your stock; and tell you what you ought to carry — you who have served the local trade most of your life. A fellow who will slam down an order book and take away your second wind by a series of right and left oratorical hooks that daze your intellect,

laying up a store of worry for you that will keep you awake nights. Whenever you see him you descry upon the far horizon the fluttering of drafts that must be met and phantom voices whisper of notes that will lie on your hands in the days to come. Your whole being bristles like a porcupine who has been insulted, and you become as stiff as the main object at a bone-yard picnic.

Did you ever, Friend Dealer, even consider the other side of the argument? Did you ever try to transpose your personalities—to fancy, for once, that you were a travelling salesman. Tonight, when the store is closed, you will go home to where your sweetheart of by-gone days awaits you with a loving welcome, and with matronly knowledge will say little until she has pacified the brute by feeding him well. Then you will take the little girl on your knee and hear her childish prattle of the day's doings, her small hands clutching in a wonderful way at your heart-strings, while across the room your wife smiles at both of you — comprehending, O man, as you never

will, that Home is a great institution.

Then, when the little girl has gone to bed, and the quiet peace of evening falls on the little western town, you sit with your wife on the verandah and talk; and somehow the peace of the prairie seems to drift subtly into your soul, and you feel the worries do not exist, while the weary old world seems quite a decent place — for one evening anyhow. And as you enter the silent house with she who is the partner of your smiles or grouches, some nearly forgotten memory of the old days comes back to you, and in the hall you pass an arm around her and kiss her. Strangely enough, by this process, and by such spasms of memory, men have been known to keep happy homes, to have made the astounding discovery that their wives were as much in love with them as on the day when they diffidently proffered her an engagement ring. But we forget the man who makes mental peace a chaos — the salesman. "Well, what is his life to us?" you say.

Did you ever spend week after week on the road, going from town to town, or from town to village, calling on business men who usually do not want to see you? Do you know what it is to absolutely crave for an evening with a good and congenial friend, to have one of these friendly pow-wows that do men good? If you do know this, can you not realize how much it means to the heart of a travelling salesman when, instead of the icy mitt and the frozen face, you give him a smile and a cheery greeting. Think of the comfort of home, the comfort of last night, and the talk on the verandah with your wife, and think, then, of a succession of weary nights in a procession of hotels that usually only vary in one respect—that of each being worse than the last.

And the man who enters your store this morning may also have

an Effie at home and a little Golden-locks and, father-like, he may sit in an odorous hotel and long to tell his little girl her good-night story. Likewise, away in the East, a woman waits for him for many days, not like your wife from lunch until supper-time. He knows what home life means — its beauty and sanctity — yet, perforce, must be a wanderer — an Ishmael. Soliciting business is a discouraging calling. Remember the salesman serves the retailer as well as the wholesaler, and surely you can afford to give him a little time and courtesy. Even though busy, and not requiring his line, treat him as a man and a brother, and make your refusal courteous, regretful. Don't say, "I'm too busy to talk to you;" rather ask him to excuse you for a little if he can wait. Think always of his side of the question—of how you would feel in his place. Give him a hearty handshake and a pleasant good-bye, and away up Yonder your recording angel will assuredly dip pen in ink, for you have sown a little gladness on the weary road of a travelling salesman.

R. A. Lister Co.

At a recent meeting of the R. A. Lister Co., Winnipeg, the directors of the company decided to change the status of their Winnipeg branch so that it would have full control of all the business of the company in Western Canada. The Winnipeg branch has formerly been under the direction of the Eastern office of the company, situated in Toronto, but they will assume full control as a Western branch of the organization, reporting to their home offices and factories at Dursley, England.

This progressive concern handle two well-known separators — the "Melotte" and "Premier" separators—both of which are well and favorably known to the dealer. These machines are made in different sizes for hand or power driving, and are of sound mechanical construction, combining excellent results with great mechanical durability. They are made in different sizes, varying in capacity from 280 to 1300 lbs.

The Lister Company also produce two engine lines, one a vertical gasoline engine, the other the Lister-Bruston automatic electric lighting plant. The Lister engine is one of the most simple we have seen, and its freedom from complex parts ensures its success as an engine for farm use.

Simplest and Strongest Made



The Genuine Gregg Eveners

find a ready sale and yield a good profit. Are you in a position to supply your customers with them? They are made in sizes for two, three, four and five horses abreast, for wagons, manure spreaders, gang, sulky and disc plows, etc. Also five and six horse tandem for gang plows.

If your Jobber can't supply you, write us Ask for Catalogue

Gregg Manufacturing Co., Ltd. Winnipeg, Man.

"If it comes from GREGG it must be well made."



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000,

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont.,
Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta.,
Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

**TENTS and AWNINGS
SLEEPING and BALCONY
CURTAINS**

J. PICKLES

312 Hargrave Street, WINNIPEG



It is adapted for doing all farm work, such as sawing, grinding, pumping, driving a separator, sheep shearing, etc., and is cooled by either pump, siphon or hopper systems. With a self contained magneto this engine is easily handled by anyone. The Lister-Bruston automatic lighting plant is the pioneer of the automatically controlled electric lighting systems. For store, residence or farm use it is away ahead of most installations of a like type. No expensive accumulators are necessary, as the mere action of turning on and off the lights automatically starts or stops the engine. By this plant light can be produced for about $3\frac{1}{2}$ cents per unit and, being self-governed, it requires practically no attention beyond lubricating when necessary. The engine, dynamo and switchboard are all set on one steel beam foundation, greatly simplifying the problem of erecting the plant. Accumulators require a deal of space and are usually kept in a location apart from the engine room. The Lister-Bruston plant entirely eliminates this necessity and takes up very little space whether situated in a special shed or in a corner of the barn. It should prove a good line for the progressive dealer who pushes the sale of gas engines and small electric lighting systems.

Rumely Annual Meeting

The annual meeting of the stockholders and directors of the M. Rumely Co. was held in the home office at La Porte, Ind., on Monday, March 3rd. It was reported that the sales for 1912 for the company were \$17,500,000, being nearly double the amount attained in 1911, which were \$10,500,000. It was shown that the prospects for 1913 indicate that the total volume of sales will reach \$20,000,000 to \$25,000,000. A regular quarterly dividend of $1\frac{3}{4}$ per cent on the preferred stock and $1\frac{1}{2}$ per cent on common stock were ordered paid on the 1st of April and the 15th of March respectively.

The list of officials for the coming year is as follows: President, A. J. Rumely; vice-president, J. H. Guy; second vice-president, J. J. Rumely; general manager, Dr. E. Rumely; secretary, C. P. Holton; treasurer, Emmet Scott; comptroller, A. H. Berger; general counsel, John E. Winn.

Rejected for unreliability is the recession for many an enterprise.

Massey-Harris Publications

We recently received two new publications by the Massey-Harris Company—a booklet on their gang plows and a pamphlet on their gasoline engines. The booklet deals most comprehensively with Verity Gang Plows, and is profusely illustrated and gotten up in excellent style. The color work of this publication is particularly tasteful, and a full description of the plows is given. The folder regarding the Massey-Harris Gasoline Engines contains a very fine sectional view of the engine and cuts of its different component parts. Made in sizes from $1\frac{1}{2}$ to 20 horse power, these engines are admirably adapted for farm use, and their valve action is wonderfully simple and effective.

Sarcee Indians get Implements

For the first time in the history of the Dominion of Canada, the Indians have been supplied with a complete outfit for tilling their land and are now actively engaged in the pursuit of agriculture. The tribe favored by the government in this novel and startling experiment to interest the Redmen in something else besides idle horse trading, is the Sarcee nation, living on a reservation a few miles south of Calgary. The idea belongs to T. J. Fleetham, Indian agent at the reservation, who was the first to seriously entertain the thought of engaging his charges in real manual labor. The braves of the reservation were made acquainted with the scheme, and under the enthusiasm of Agent Fleetham, who held out monetary reward to those who would do as he suggested, became interested, and agreed to part with a number of acres, comprising a small section of the reservation, so that funds could be procured to buy farming implements with. The government agreed to pay \$50,000 for this land and out of this sum, implements for placing several hundred acres of the most fertile land of the reservation under cultivation, were purchased.

Recently 34 braves accompanied by their squaws, went to Calgary to receive their allotment of the farming equipment. Thirty brand new wagons, each drawn by a team of heavy horses and loaded with plows and other necessary implements, were presented to the overjoyed Indians. Twelve brood mares, reaping machines and seeding machines were

also included in the outfit presented to this proud Indian band.

The occasion was a momentous one for the Indians. To them all, the ambition of owning a bright green grain wagon, drawn by well set up and active horses, equipped with shining harness, has been a lifelong dream, and its realization yesterday was almost too good to be true. Each with his squaw and children beside him mounted on the box of the wagon allotted to him, and with haughty demeanor allowed a photographer to take a picture. The procession of wagons then proceeded slowly through the principal streets of the city and out to the reservation.

Loyalty

If you work for a man, in Heaven's name work for him. If he pays you wages that supply your bread and butter, work for him; speak well of him, stand by him and stand by the institution he represents. If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn, and eternally disparage, why, resign your position, and when you are on the outside, damn to your heart's content.

Business Philosophy

Dennis Rogan says: "I ain't much on docs, meself. I'd back Norah's cupboard drugs an' needle-buk agin' th' med'cin' an' sargery iv anny iv thim. Th' most sinsible thin' I iver heard a doc say is, 'Don't niver wake a sleepin' patient to give it med'cin'."

"So 'tis wid business. Ye betther let th' little ills pass widout tryin' to giv' it a double dose iv caster ile. Don't turn it inside out to foind what ye think is th' matter wid it. Giv' it a wee bit rest. Stop worrytin' about it by puttin' ye'r t'ought on th' healthy parts iv it. Niver jolt a fairly harmonious business by wakin' it up to cut th' gizzard out iv it wid th' opinion iv a lawyear."

A Credit Report

Having occasion to look up the credit of a man, and knowing him to come from a certain district in North Dakota, a dealer wrote to a friend in that locality, asking him particulars regarding the standing of the man. The answer read: "One of our directors says that he has known this man ever since he was a boy, and about all that he can say for him is that he is considered a very fine looking man."

DOMINION FAIR

BRANDON, MANITOBA

July 15th to 25th (inc.)

Recognised and subsidized by the Dominion Government

Canada's Greatest Agricultural Fair

You believe that the machine must supplant the horse on the farm as a power agent. Nowhere else can you meet so many men who are interested in this question as at Brandon; and nowhere else is there the machinery display that there is at Brandon. Special building for small goods and excellent layout for threshing outfits and other heavy implements.

Get your application in early

P. PAYNE

President

Write W. I. SMALE

Secretary

Diversification and Stocks

How many dealers lose trade by the mere fact that they lack variety in their stock? A customer wants a certain commodity and they cannot supply it. A week later that customer may want to place an order worth \$50, and he passes the store of the one-idea man simply because he recollects that on a previous occasion he could not get there what he wanted. The dealer argues that if he has too great a variety of implements or hardware on hand his money is tied up in stock that he cannot be sure of moving. But that is a mistake, and if the different stocks carried are the results of a carefully thought-out system of buying, there is no reason whatever why the stock may not be moved briskly.

Right at the present time in Western Canada there are small towns where electric light has been installed by the municipal authorities, and in these towns you will find implement and hardware dealers who have not had sufficient forethought to carry a stock of electric lamps and fittings. They leave it for the local tinsmith or plumber who perchance has branched out as an "electrician." Yet, handled rightly, there is a good profit in such a line. If stocks are worked in according to a pre-arranged plan they will fit right in with the local requirements of the community. Seeds and gardening tools are by no means a bad line, and the dealer who handles such can prove by judicious window display and local advertising that they pay to handle.

Timeliness is the great keynote to the variegated stock, as in fact it is with any class of goods. If a dealer comes to the conclusion that he could profitably branch out in the harness line, he can gauge his probable success by informing his farm trade of the fact and considering whether the outlay would justify the additions of such a stock. If he engage a competent harness maker he can usually find a considerable amount of local repair work also. Overstocking leads to the junk heap or to a cheap sale at a price that does not pay. It is hard to say which of the two evils is worst — lack of the goods or a stock of the unsuitable. Nothing looks worse than to see shelves piled high with out-of-date and dilapidated stock. In some stores the outlook is nearly prehistoric. So much depends on foresight in buying. We have seen the mana-



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
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Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, MAY, 1913.

ger of a large hardware and implement business in a Western town who had a stock of boots that he had carried since an early date in the history of that potential city. He also had a supply of all types of plain and ornamental kerosene lamps, sufficient even to illuminate the recesses of his short-sighted mental processes, since the town has been lighted by electricity for three years, while the lamps bravely accumulate dust in a corner of the warehouse.

Secretiveness

We cannot help but admire the open-hearted of humanity — the people who have nothing to conceal and who do not try to cover up their faults and weaknesses. They are, as a rule, big-hearted and magnanimous. They inspire love and confidence and, by their frankness and simplicity, invite the same qualities in others.

Secretiveness repels as much as frankness attracts. A nature that is always inclined to cover up and conceal cannot but arouse suspicion and distrust. Many men, although at the core sound-hearted and honest, lead themselves to be misjudged by this unhappy trait. However good beneath the distrustful exterior, they can never get the confidence accorded a frank and sunny nature. Dealing with such men makes you feel as though you

were travelling in a railway car in the dark; you cannot restrain your feeling of utter uncertainty. The unlit car may reach the destination safely; we may come out all right in dealing with such a man; but the feeling will live long after we have completed the business.

Uncertainty always makes a man feel uncomfortable. No matter how polite, how gracious a secretive person may appear, those who deal with him can never rid themselves of the feeling that there is a motive behind the graciousness, and that he has an ulterior purpose and motive in view. Such men go through life as an enigma; for they are continually wearing a mask. Never do they for a moment reveal the real man from behind the mask. And those who love them, their parents, wife or children! Does not such a bearing worry those who care for us, who have faith in us? Nothing more quickly leads to doubt than this curse of secretiveness. If it be owing to a load that is best thought borne alone, the idea is wrong. Love was made for the dividing of loads and worries; and confidence in a loved one lightens the heart. But in some characters this confidence can never evolve. They live shrouded in mystery, unapproachable, unlikable. They are to be pitied, truly, for their curse is a heavy one, and they labor under a disadvantage from the cradle to the grave.

Carelessness

It matters not whether it be in trade, business or a profession, carelessness is costly both to the individual or to the organization. A customer may enter your store and ask for an article not commonly carried in stock. And in your office may lie—perhaps unopened and unread—catalogues from firms who produce that very commodity. You have their catalogues and discount sheets, yet you may be utterly unable to say offhand the name of any concern who manufactures the goods asked for.

The customer then may turn and say to you that he is aware that such and such a mail order concern handle the commodity, also quoting you their price. What greater incentive can a dealer give the man to deal with the catalogue concern than the mere fact that he does not handle the goods and knows next to nothing regarding them? Again, how often do we see a nice stock—or what once was a nice stock—left out in the open on a vacant lot? All over the West we may see valuable implements treated in this careless manner? The elements have an evil effect upon steel and wrought iron—any dealer should know that. Yet, when the value of the implements is greatly depreciated by their weather-worn appearance the dealer wonders how they do not sell. Can we expect a farmer to buy a rusty implement any more than we would accept a rusty pocket knife from a hardware salesman? It does not cost much to build a modest shed over the stock and it certainly makes all the difference between making sales and having the stock lie on your hands.

The Tri-Wheel Tractor

So far the majority of our agricultural tractors are of the four wheeled type, yet in the motor truck manufacturing systems, the ever increasing demand for heavy trucks has led to the three axle method of transportation. In this type of tractor the engine and gearing are entirely separate from the load-carrying portion of the tractor. It is contended that by this design there is a great economy in rubber tires and in the depreciation of the mechanism through wear and tear. The main weight of the load is distributed over the two wheels at the rear,

on the truck portion, these being steel shod and strong, while the engine and propulsive mechanism rests its weight more upon the axle of the rubber-tired front wheel. It is claimed that this system of weight distribution saves a vast expense in tires yearly. Mechanically considered we find that a rear wheel drive machine has a tendency to push the front or steering wheels into the road bed, while a drive exerted upon the front axle has a tendency to pull the rear wheels off the ground. This has been proved indisputably in the front axle driven racing automobile. The tri-wheel machine, therefore, is not exactly a motor truck, but is more a self contained tractor coupled to a truck, as the two can be readily separated. The tractor itself has two light rubber tired wheels at the rear between which the front part of the truck is located, little of the truck weight, however, falling upon these two wheels. With the same engine and gear ratio, it has been found that the tri-wheel mechanism will give far better results in speed and in tractive capacity than will an ordinary truck with the chain drive on the rear axle. With the three wheeled tractor a load can be delivered and the wagon portion detached and left to unload, while the three wheeler scurries back for another load, effecting a great saving in time. With one of these machines a dealer delivered ten loads of nine tons each a distance of three miles in one day. A contracting company use a 20-yard trailer, or wagon, receiving a 17 to 20 ton load from a chute and emptying it by dumping, each operation taking less than a minute. The ordinary bottom dumping system can be used with the trailer, a feature impossible in the ordinary motor truck.

Truly

An indication of stability and business standing — a favorable impression which is difficult to make — is given by tasteful and well executed business stationery. No economy, in its truest sense, is found in curtailing the efficiency of this element of success. It is the most widely distributed of all the factors that speak for the standing of a business house, great or small, and it is always the most neglected. Judicious expenditure, coupled with taste and discrimination in this respect, will benefit any retailer.

Obituary



The Late Wm. A. Cavanaugh

The entire farm machine industry will hear with regret of the death of William A. Cavanaugh, Assistant Manager of the Experimental Department of the International Harvester Company, who died April 21, 1913, after a somewhat extended period of ill health, marked by intervals of improvement approaching complete recovery, only to be followed by sudden and distressing relapses.

Although for some time he fully realized his condition, and knew that the end was not far distant, he displayed the fortitude, patience, and mental equilibrium which were among the characteristics that charmed his acquaintances during his entire life.

Mr. Cavanaugh began his career in the farm machine business as far back as 1883, when he was first employed by the McCormick Harvesting Machine Company as an expert and canvasser in the field. He did his first work under the late A. E. Mayer, who was then general agent at Columbus, Ohio. During that same year, however, he was transferred to Fargo, which was then considered the ultimate agricultural West, and for ten years he was employed in sales and collection work at that place. In the early days and during the development of the binder trade, manufacturers found some difficulty in securing the services of good salesmen, who were at the same time men of unusual mechanical ability. Mr. Cavanaugh rendered such efficient service along both these lines, that he attracted the attention of the McCormick managers, and in 1893 was made general agent at Winnipeg, which at that time included all West Canadian territory, occupying this important position until 1901, when he was called into Chicago, where he could make use of the knowledge he had gained by his field experience in the improvement and

development of the different machines.

Since the formation of the International Harvester Company he has been connected with the Experimental Department, of which he was assistant manager at the time of his death.

To his painstaking efforts, and to his determination to give at all times a fair hearing to every invention which was presented for consideration, must be attributed much of the success which up-to-date farm machines have achieved.

At the regular monthly meeting of the Winnipeg Wholesale Implement Association, held on Friday, April 25th, a standing vote of condolence was tendered his family by the members of the association, and a wreath from that body was placed upon his casket.

To those of us who had the pleasure of meeting William Cavanaugh the news of his decease brings a feeling of deep sorrow. Many of our subscribers were well acquainted with him during the years when he went in and out among us in Western Canada. His name was one loved and respected among the farming communities of our prairie provinces. A business man to the core, his memory is revered alike by farmer, dealer and business associate; and what better monument can a man have than the sorrow of those who called him friend. High-spirited, yet patient, considerate, conscientious, he won the esteem of all. His self-control, coupled with an extreme sensitiveness, enabled him to pour oil upon the troubled waters of business wherever he went. A loving father and husband, he will also be missed by that larger family circle in which he drew to him our love, honor and respect. The world holds too few men like William A. Cavanaugh; we can ill afford their loss. After life's fitful fever may he rest in peace.

Mr. Man

Don't block the way!

Move as fast as the procession — or move out. Take the pace of the company you are in, or make way for the fellow behind.

Don't stand in the way of new ideas. Don't pause in the path of better systems. Don't squat and go to sleep on the ladder of success. Don't be a barnacle on the ship of business.

Change means progress. Progress means advance. Advance means movement. Move!

Don't block the way!

Personal

E. A. Stoffell is enlarging his implement business at Talmage.

A. L. Givens recently opened a new implement business in Emerson.

A new implement concern in Halbrite is that named C. G. Rebstock & Son.

J. L. McDougall has opened an implement stand in the town of Kipling.

W. R. S. Humphrey has opened an implement business in Mar-engo.

A. Warren has taken over the implement business in Killam formerly carried on by C. G. Smith.

C. A. Wibe has commenced operations as an implement dealer in the town of Bromhead.

C. Sterling recently opened an implement stand in the town of Montmarte.

A new implement firm doing business in Eyebrow is that of Smith & Sons.

A new implement firm doing business in the town of Kryder is the Redberry Lake Implement Co.

Geo. A. Hird has taken over the implement business at Norquay, formerly carried on by C. M. Johnson.

Douglas Travers has taken on the implement business at Bannerman, formerly controlled by J. Church.

A new implement firm doing business in the town of Sunnyview is that known as Williams Bros.

Van Ward & Ward are a new firm doing business as contractors and implement dealers in the town of Grainer.

John P. Klein has taken over the implement business formerly carried on by E. M. Stanley in the town of Truax.

H. Houde has bought out the implement business at Makinak lately carried on by a dealer named De Ceunick.

Joseph Swain recently opened an implement business at Somerset, and hopes to do well at that Western point.

B. H. Wacholtz has taken over the hardware and implement business at Englefield, carried on aforetime by H. Nordick.

W. T. Draper has sold out his implement business in Elgin. It will be carried on by an implement dealer named Jacob Eamer.

The Grenfell Milling and Elevator Company, of Grayson, who do a considerable implement business, recently suffered loss by fire.

Bennett and Atchison, implement dealers in Merid, have sold out their interests at that point to a dealer named W. G. McCauley.

The Kerrobert Implement Co., doing business in the town of the same name, has changed its title to read "The Kerrobert Implement Co., Ltd."

A new implement and farm machinery company in Maple Creek is now doing business un-

der the heading of the Anderson Machinery Co.

T. J. Morton, implement dealer at Carstairs, recently lost considerable by his store catching fire. The property was partly covered by insurance.

Wysal Anaka has opened an implement store in Stenen, while at the same point J. Bjalmarsen has bought out the implement business of Neil Mills.

John Renwick has bought out

the stock of the implement concern at Milestone known as Omstead Bros. He will transfer the business to Lang.

The implement firm of Henring and Perry, Blaine Lake, has sustained a change in its management. George R. Perry now handles the business alone.

Walter Murray has sold his implement business at Bredenburg to a dealer named J. W. Campbell.

Wilson and Ferguson, implement dealers in Kerrobert, have sold their interests at that point to two implement men named Schoosser and Passmore.

A new concern, engaged in the manufacture of acetylene gas lighting plants, has been incorporated in Manitoba. Its name is the Auto Lite Gas Company.

The firm of Summy & Olsen, implement dealers at Estevan, has sustained a change in its personnel. E. S. Summy will in the future handle the business alone.

A new implement concern that will enlarge the business scope of Forres is that of McPherson and Adams. The two partners hope to do well at this western point.

Mussel and Good, two implement men, have bought out the entire stock of the Tompkins Supply Co., and are now doing business in the town of the same name.

We regret to note that J. Warren, implement dealer at Gretna, has sustained a heavy loss by fire. The damage done is valued at \$3,000, and it is not covered by insurance.

Anderson Bros. were a hardware and implement firm, doing business in Oakville. They recently sold the implement end of their business to a dealer named W. J. Solomon.

Haug Bros. and Nellercoe Co., Winnipeg, Canadian agents for the Avery Co., Peoria, Ill., have applied for authority to change their name to read—Canadian Avery Co., Ltd.

Donald McPherson has taken over the implement business formerly run by a compatriot named J. F. McDonald in the town of Langbank. We trust that Donald will "mak" guid!

A new company, interested in the sale of farm machinery and implements of all kinds, recently incorporated under the laws of Manitoba, is the Royal Farm Machinery Company.

Sutherland and Stelck, who used to carry on a hardware and implement business at Dauphin, have joined a company and now do business under the title of the Sutherland Stelck Co.

Leo Smith, of Toronto, assistant secretary, Massey-Harris Co., is in the city on business for his company. The trip will extend to all of the branches of the company throughout Western Canada.

The Canadian Standard Auto and Tractor Co., of Moose Jaw, have now completed the erection

Your opportunity to cash in

Not in twenty years has the windmill been so thoroughly appreciated as the one real, logical, economical and lasting solution to the water problem. Not in fifty years has there been on the market a windmill so widely heralded as windmill perfection as

The Model 12

Star Windmill

**2 PITMANS
GEARS 2**

Mr. Dealer, here's your opportunity to cash in. With all the emphasis at our command, we advise you to sell A windmill. If you want to cash in BIG; if you want to get the bulk of the windmill business in your territory and if you want to do it with the clearest conscience, sell the Model 12 Star Windmill 2 pitmans gears 2. It is our proudest windmill—our windmill masterpiece—in almost fifty years. Ask us to tell you why.



Flint & Walling Mfg. Co.

675 Oak St.

Kendallville, Ind.

WESTERN AGENTS AND DISTRIBUTORS—

Jackson Water Supply Co., Ltd., Calgary, Alta.

Revillon Wholesale, Ltd., Edmonton, Alta.

Brandon Pump and Windmill Works, Brandon, Man.

AGENTS FOR QUEBEC AND EASTERN PROVINCES—

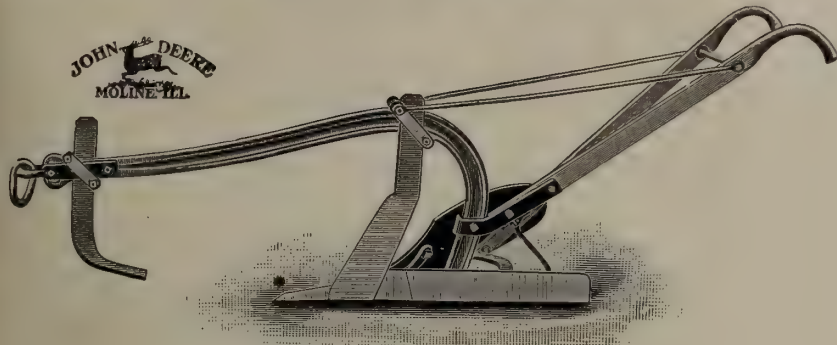
R. Donaldson & Sons, 70 St. Henry Street, Montreal, Que.

Back Geared and Direct Stroke Steel and Direct Stroke Wood Star Windmills. Hoosier and Fast Mail Hand, Windmill and Power Pumps.

Ask for
catalogue
and trade
discounts.

(Continued on Page 23)

HELP MAKE GOOD ROADS



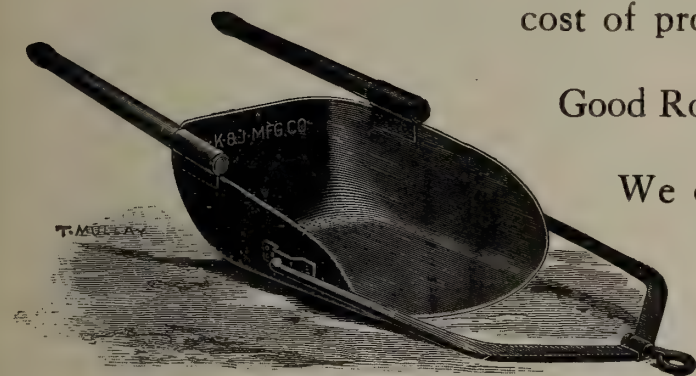
Deere Monitor Grading Plow

The most important problem today that presents itself for consideration is the matter of "Good Roads," which deserves the attention of every individual.

Everybody is interested in having good roads, because bad roads have a far reaching depressing effect. They are a menace to the farmer and increase the cost of production, for which we've all got to pay our share.

Good Roads affect you as a dealer. They are essential to your district.

We carry a line of machinery that meets every requirement and commends itself to every purchaser.



The Improved "K & J" Columbus Drag Scraper

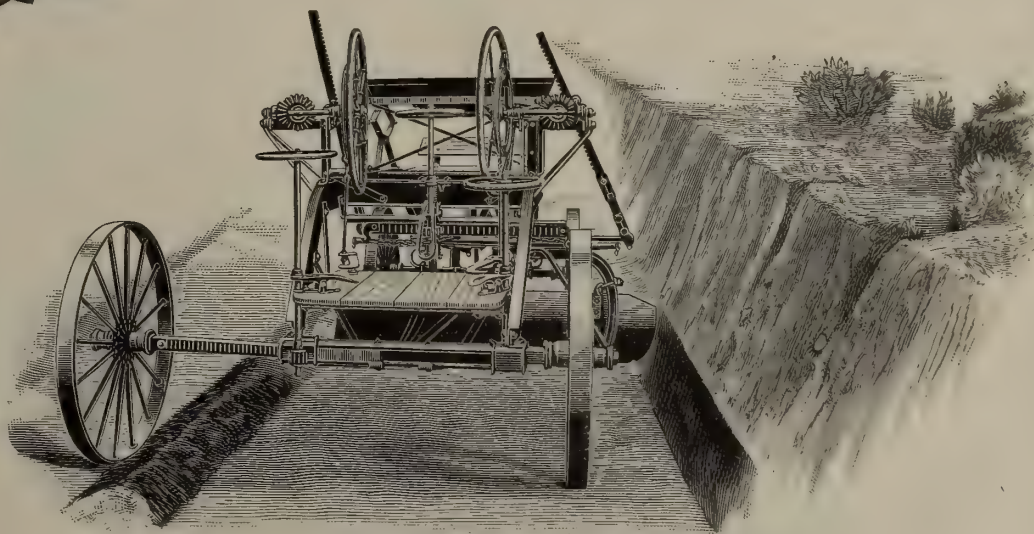
Let us send YOU our special Road Machinery Catalogue fully describing New Western Reversible Road Graders, Western Wheel Scrapers, the Improved "K & J." Columbus Drag Scraper, Dump Wagons, Elevating Graders, Grading Plows, etc.



Western Wheeled Scraper

The Live Dealer will not overlook the Road Grader or the money to be made from handling Road Making Machinery.

Let us tell YOU more about it.



New Western Reversible Grader in operation—End View

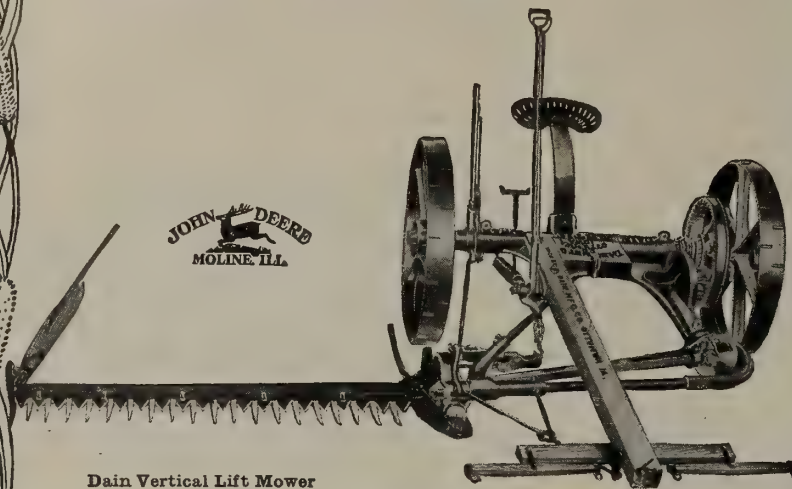
JOHN DEERE PLOW CO. LTD.

Winnipeg

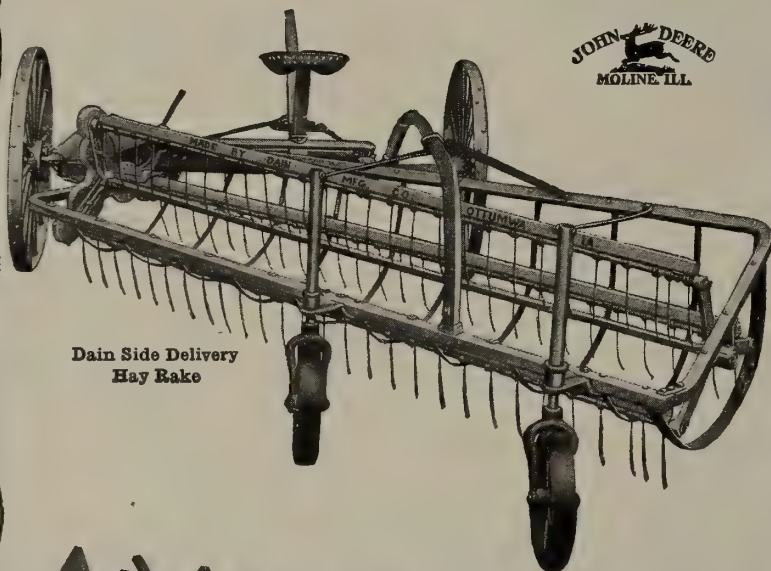
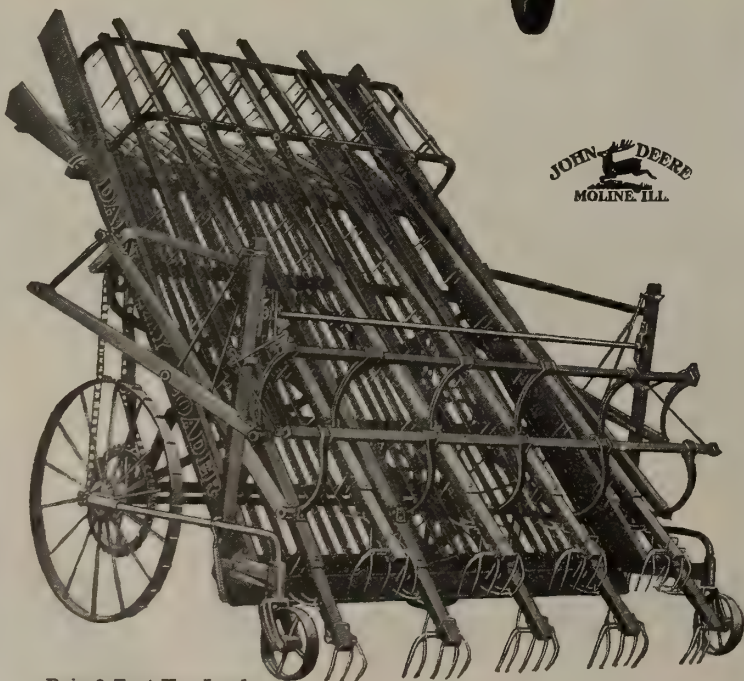
Regina Saskatoon Calgary Lethbridge Edmonton

DAIN

Hay Making Tools



Dain Vertical Lift Mower

Dain Side Delivery
Hay Rake

Dain 8-Foot Hay Loader

DAIN

Hay Making Tools

EVERY time you sell a mower, rake or hay loader that gives entire satisfaction, you are doubly benefited—your customer is pleased and will come back for other implements when he needs them; he will also help you make sales to his friends and neighbors.

Back of every Dain implement is more than a quarter century's continued success, together with the reputation of all John Deere Goods—the best the market affords.

Dain Vertical Lift Mower

STRENGTH, ease of management, durability, light draft and superior cutting qualities characterize Dain Mowers. Frame made from one solid piece of iron. Only three pieces comprise the gear mechanism.

A coil spring working with the lifting apparatus makes control of the cutter bar either by hand or foot-lift very simple.

A small boy can easily lift the bar for turning corners or passing obstructions and can raise it to a vertical position for transporting without leaving the seat.

Dain Mowers cut easy and clean at all times.

Dain Side Delivery Rake

IT works around the field the same as a mower, gently gathering the hay into loose fluffy windrows through which the air can circulate freely. Hay raked with Dain Side Delivery becomes thoroughly air-cured and not sun-burned and discolored. None of the feeding value is lost.

Two swaths of hay are raked at a time. Two windrows may be laid together for convenience when loading with a loader. The raking is notably clean.

The reel on the Dain Side Delivery consists of three bars on which flexible teeth are mounted. It revolves slowly and uniformly. The teeth have a forward and upward movement which picks up the hay instead of dragging it along the ground.

Dain Side Delivery Rakes will not wrap or wind with hay. They will rake light or heavy hay equally well without picking up trash.

Dain Hay Loader

WITH a Dain Hay Loader, one man can easily load a wagon in a few minutes. The "force-feed" delivery pushes the hay forward on the load within easy reach.

Dain Hay Loaders enable the user to harvest his hay in less time with much less help.

All parts are hammock-mounted and slow-driven. Consequently, Dain Hay Loaders are light draft and easy to operate.

Being mounted on wheels lessens the draft. This, with many other light-running qualities, explains why the Dain requires less power to operate it and is the most popular Rake Bar Loader built.

Couples to any height of wagon without any adjustments. The ground wheels are set under the deck. Therefore, Dain Hay Loaders can be operated up close to obstructions and will gather all the hay cut by the mower.

As a chain is no stronger than its weakest link, likewise the implements you handle should all measure up to the highest standard—John Deere Implements have been the standard for more than two generations

John Deere Plow Company, Limited

Winnipeg Regina Calgary
Edmonton Saskatoon Lethbridge

(Continued from Page 20)

of their factory, and will shortly place upon the market their "made in Moose Jaw" automobiles and gas tractors.

Recently a most disastrous fire swept part of the town of Gretna. It had a dire effect on the implement fraternity at that centre, for it destroyed the stocks of three dealers — Henry Ritz, C. Pieper, and Charles Wahn.

F. E. Block has commenced operations in the town of Daysland. In this Western centre he has bought out the implement business formerly carried on by a firm doing business under the sign of Richmond and Mussen.

A. Quale has sold out his implement business at Webb to a dealer named Seymour Smoke. To quote a famous character in Western fiction, we may now "watch the smoke" raised by Seymour on his way to wealth.

The Stewart Sheaf Loader Co., Winnipeg, has been incorporated under the laws of Manitoba, and will now do business under the title of the Stewart Loader Company of America. This concern has also increased its capital stock.

R. H. Lord, treasurer of the John Deere Plow Company, Win-

nipeg, recently returned from an extended trip to the east and south. He visited many branch houses of the company while en route, also the home office at Moline, Ill.

We regret that we inadvertently reported in the "Personal" columns of our April issue, that A. G. Hogg, implement dealer at Moosomin, had sold out his business. This we find is not the case, and Mr. Hogg continues to do a thriving business at his old location in Moosomin.

A new company recently incorporated under the laws of Manitoba is the Watson Feeder and Dry Farming Implement Co., Ltd. This concern will produce and sell a machine known as the Watson Mulcher and Weeder, the inventor of the machine being Robert B. Watson, Winnipeg.

J. O. Benson, formerly connected with the Boston office of Collier's Weekly, has joined the advertising staff of the M. Rumely Co., La Porte, Ind. Mr. Benson has had a very broad experience along publicity lines, and should prove a valuable adjunct to the Rumely Co. He spent five years as advertising manager for the J. E. J. Drysdale Co., at Buenos Aires, in the Argentine Republic. While with

this concern he had a varied experience of agricultural machinery, that should greatly enhance his value as an advertising expert.

The Cushman Motor Works, of Lincoln, Nebraska, manufacturers of the Cushman Binder Engine, have decided, owing to the growth of their Canadian trade, to open a Western branch. This concern, now incorporated in Manitoba, will be known as the Cushman Motor Works of Canada, Ltd., and will be under the management of W. Ridler, formerly with the Harmer Implement Co., Winnipeg. They have secured warehouse space in Winnipeg, and will have their offices in the Chambers of Commerce Building. They intend to establish distributing points at Moose Jaw, Camrose and probably Calgary and Regina.

J. B. Bartholomew, president of the Avery Co., accompanied by his wife, is at present on an extended tour to Europe. He sailed eastward on the Mauretania on April 23rd, and will be gone for about two months. After spending ten days in London he will proceed to Paris, thence to Berlin, Budapest, and if time permits he will also visit Roumania, Italy, Greece. The Avery Co., of Peoria, Ill., have established agencies in

all of these countries, and also in many other European countries, where they expect to do a large business this year. Their gasoline tractors, and the Avery Self-lift Plow are well known in Europe even as they are on this side of the Atlantic.

A Hard-Luck Story

An actor who was stranded in Seattle and wanted to get to San Francisco finally managed to secure a second-class steamship ticket. The voyage lasted almost three days. The first day the actor slept all day in order to keep from getting hungry, as he didn't have a cent. The second day he couldn't sleep any more and had a hard time of it. On the third day he couldn't stand the pangs of hunger any longer, so he went down to the dining room and ordered the best meal he could get. All the while he was eating it, he saw visions of the San Francisco jail, with himself occupying a cell. However, he thought he might as well be game, so, calling the waiter, he asked jauntily: "How much do I owe you, my friend?" And the waiter replied. "Not a cent, sir. Your meals are included in your ticket."

The Canada Hail Insurance Company

Incorporated at Ottawa April 2nd, 1913

Will obtain in a few days licenses from the Dominion and Provincial Governments to transact business in MANITOBA, SASKATCHEWAN and ALBERTA. The Company's policy contract will appeal to the farmers of Western Canada as regards SECURITY, RATES and SIMPLICITY.

RATES BASED UNDER THE GRADUATED OR CLASSIFICATION SYSTEM

GENERAL AGENTS:

MATTHEWS, WRIGHTSON & CO. (Canada) LTD.

722-728 Union Bank Building, WINNIPEG

Branch Recording Agencies - - REGINA, SASK. CALGARY, ALBERTA

Agents will be required in districts where not represented.

The Plow

By R. A. Haste

The evolution of the plow is the physical history of agriculture and may be divided into four periods. First—the prehistoric, during which the plow consisted of a hooked stick, either used by hand or constructed from the trunk and branch of a small tree and drawn by oxen. Second—the classic, during which the hooked stick developed into the Egyptian and Roman plow, constructed on the principle of a double wedge tipped with metal, one angle of the wedge developing gradually into the share and the other into the coulter of the modern plow. Third—the mediaeval, when the idea of turning the furrow up-side-down brought out the mould-board. It was a crude wooden affair, but it marked the beginning of the new era. Fourth—the modern, dating from about the middle of the eighteenth century. It is characterized by the perfection of the mouldboard, and the substitution of iron, and then of steel for wood in the construction of both share and mouldboard.

In 1836 Daniel Webster constructed a plow which, by reason of its size, gave its inventor a

place in the history, if not in the development of the plow. This plow was intended to break hazel brush land and was designed to handle a furrow from twelve to fourteen inches deep and eighteen inches wide. It was twelve feet long from the clevis to the tip of the handles, the landside was four feet long and the bar and share were forged together.

The mouldboard was of wood, plated with strips of iron and had a breadth at the heel of eighteen inches and a spread of twenty-seven inches. The mouldboard was constructed on Jeffersonian lines, but with a greater overhang to more completely invert the furrow slice—this having been found to be a weakness in the Jefferson model, figure 0. It required four yoke of oxen to haul it, but it was a great plow for its purpose.

Later we find the chilled plow evolved and still later the disk plow. Disks are simply a modification of the mouldboard, in fact revolving mouldboards, and being set at an angle, they cut the ground, raise it slightly and push it over to one side.

The call of the plains has brought the tractor and the gang plow, where first we had the steel plow and later the sulky riding plow. The tractor came, powerful and tireless, and in place of a plow of two or three bottoms drawn by four horses, we have today the plow of twelve bottoms plowing from twenty to thirty acres per day.

A Gearless Mowing Machine

A Pennsylvania inventor has invented a new mowing machine which is conceded by experts as being one of the greatest improvements in mowing machines ever conceived. The machine is constructed without cog-wheels, using all chain and sprocket-wheels. This particular new feature, called the "bell crank lever," makes it different from any other machine, giving action to the knives, without the use of cog-gearing, which makes the construction simpler, and the draught one-third lighter than any other mowing machine manufactured. The inventor has secured patent-rights on his invention, and he is now negotiating with several parties to take over the patent-rights, and establish an industry for the manufacture of the machine.

such would exist. A leading oil trade publication criticizes the auto manufacturers severely in that they are the most ignorant of any regarding the subject of power and lubrication for their own machines, contending that it was the auto manufacturer alone who stubbornly fought the use of low gravity oils for engine use, although only a little foresight was required to see that a gasoline famine was sure to come. This publication suggests that the oil men will have to take the precedent themselves, and will have to push the use of the kerosene carburetor as a means for confounding the scarcity of gasoline, and its subsequent rise in cost. We are all aware that kerosene will carbonize and dirty an engine as gasoline will not, yet if an efficient carburetor were marketed it seems that there is little reason why the heavier liquid could not be used for automobile propulsion.

More Economical

A farmer of the old school was inveighing against cream separators.

"I tell you they ain't no good," he said.

"But," replied his more progressive neighbor, "they do save cream. You can make more butter. Any one can tell you that."

The farmer was not to be convinced.

"If I wanted to get more cream," he said, "I'd rather get another cow."

A Fable Modernised

A certain man had a goose which laid him a golden egg every day. A foolish friend advised him to kill the goose and realize at once on the future.

"No," said the man, "that is not the proper way. I know a better." Thereupon he organized a company and issued stock and bonds which he sold at a good round figure. Then he gave out the report that the goose had quit laying. This enabled him to buy stock back at a low figure. Then he gave out the report that the goose was laying two eggs a day, which enabled him to again sell the stock at a big advance. After he had repeated this process a number of times he was so rich that he didn't care what the goose laid or when. Accordingly, he invested his wealth in gilt-edged securities, journeyed abroad, and went in for art.

A LINE WHICH IS A TRADE GETTER



Raymond Sewing Machines

Over Half a Century the Leader.

National Cream Separators

The Acme of Mechanical Perfection.

PEERLESS INCUBATORS & BROODERS

Manufactured by the LEE MANUFACTURING CO., Pembroke, Ont.

THE MOST DEPENDABLE INCUBATOR ON THE MARKET

Write for Agency Contract

The Raymond Manufacturing Co. Ltd.

(Of Guelph, Ontario)

80-82 Lombard Street, WINNIPEG

Feed Grinders

The grinding of grain is perhaps one of the earliest known operations resultant from primitive farming. To this day in many parts of the world we find savage races grinding their grain by means of a pestle and mortar system, or rather the crushing of the grain in a hollow stone by means of another stone. In parts of Mexico, in South America, among the Hopi Indians, in Zululand, and among the hill tribes of India we find this system of grain grinding, while in our own country of Canada we have a great many of these old grinding bowls as used by the Indians. Consequently it would seem that as a farm mechanism the feed or grain grinder can boast of great antiquity. Primarily they were exceedingly crude in construction, consisting only of a stone mill that cracked the kernels of the grain. As they improved in design it was necessary to turn the mill by hand, water or wind power, but now we find that the adaption of the gasoline engine to farming is a great boon from the standpoint of feed grinding. In this class of work the advantages of the gasoline engine are very apparent, showing the benefits that accrue from its increasing popularity. The development of the feed mill from the stone type was simple. With the invention of the burr the hand portable mill came into existence, and was later followed by the metallic disc or grinding plate. This machine proved to be the forerunner of the modern feed grinder now universally conceded to be one of the greatest boons to the stock

raiser ever invented for farm use. Farm machinery experts and professors of agriculture have given a great deal of attention to this subject—the grinding of grain—and they have concurred on the point that ground feed, as a rule, benefits the animals that eat it, while one prominent authority even says that ground feed is an essential in the case of animals out of condition.

Terry's Remark to the Goddess

Lou Terry is a well-known Salt Lake City business man who thinks his own country is just about the best ever. He became a little more hidebound in that opinion as the result of a recent trip to Europe. Terry didn't have a very good time abroad. He was bothered by Continental customs officers, tormented by his inability to speak any language other than his own, and mused up over the different varieties of money with which he had to contend. Lou really didn't know a moment's peace until he started homeward; and his long-pent-up feelings found expression as his ship sailed up New York Harbor and passed the statue of Liberty. Terry looked up at the towering figure of the goddess.

"Old girl," he sighed contentedly, "all I want to say is, if you ever see me again you'll have to look the other way!"—Saturday Evening Post.

Rules are for those who do not know enough to follow their common sense—as well as for the inexperienced.

Western Farmers Use The Leader Fence Extensively

The day of the old-fashioned dangerous barb-wire fence is past and today the Western farmer pays as much attention to the quality of his fences as he does to the selection of a binder or other expensive machinery. That's why

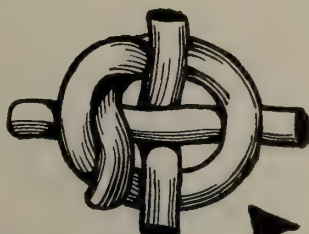
The Leader Lock is Popular

Once erected, the Leader Fence is there to stay. The strength of the LEADER LOCK, which practically interlocks itself, makes it impossible for the fence to sag or slip in any way.

Agents find the Leader an easy seller.

AGENTS WANTED in all districts where we have no representatives. Write today.

Anchor Fence Co., Limited
Corner Henry and Beacon Streets



P.O. BOX
1382

Winnipeg

THE OLIVER



The Oliver

HOW THE OLIVER PLOW GREW

You know that your most useful knowledge of farming is that gained through experience. You also know that the knowledge you secure from one year's work helps you to get better results the following year. The accumulating experience that comes to you from your successes and failures, teaches you what to do and what to avoid.

As in farming, experience is an important factor in the building of a successful plow. It takes the accumulated experience of years of successful plow-building to produce the kind of a plow you need.

The plow you want is not the result of a sudden flash of genius—it is one that has had a gradual growth from a small beginning, through many seasons of experiences, additions, and improvements, until at last the result is the plow that does the work as you want it done. This in brief describes the Oliver Plow for 1913.

The Oliver Tractor Gang is the result of fifty-eight (58) years of successful-plow-building experience. It is the kind of a plow one would naturally select for the hard work of the Western Canadian prairies.

It has the material in it, and is so constructed that there is no danger of it springing out of shape under heavy ground conditions. That is the kind of work it was built for, and what it can be relied upon to do.

Call at the branch nearest you and find out why the Oliver will do your work as you want it done.

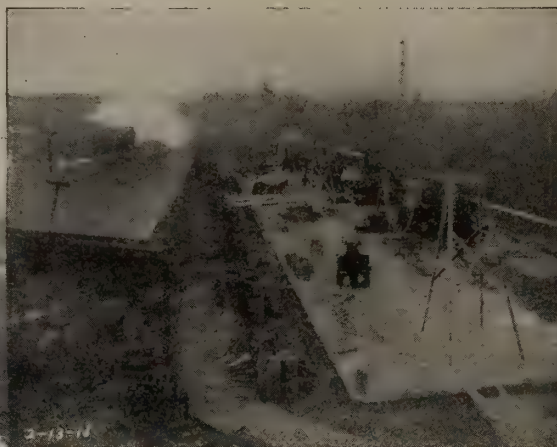
International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.;
Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon,
Sask.; Winnipeg, Man.; Yorkton, Sask.



THE AVERY BLACKSMITH SHOP THE MORNING AFTER THE FIRE - FEB. 8, 1913.

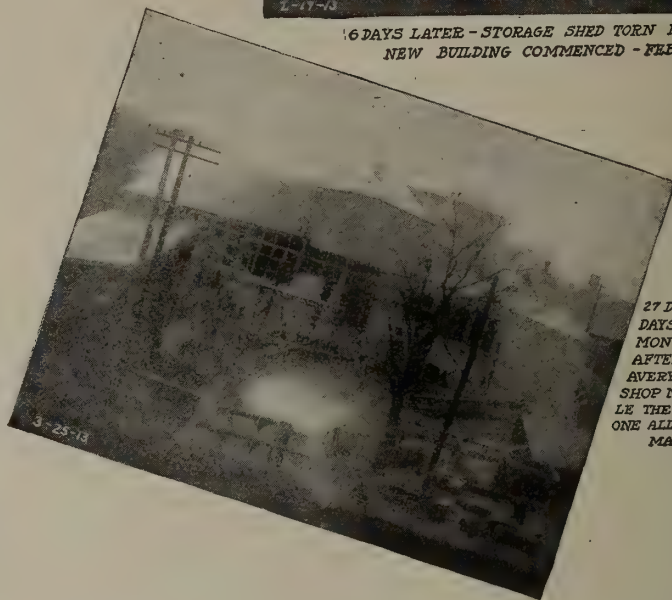
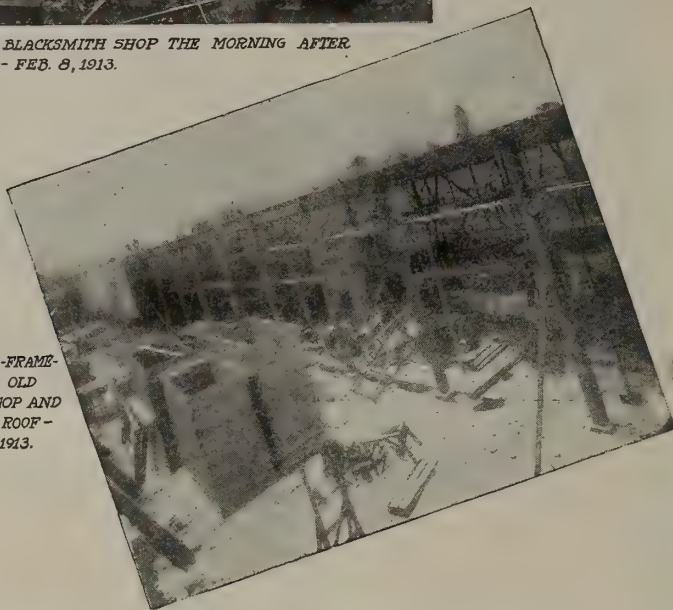


5 DAYS LATER - WRECKAGE CLEARED AWAY, TEMPORARY DRIVES BEING INSTALLED FOR OPERATION IN THE OPEN, OTHER MACHINES REPAIRED AND MOVED TO OTHER DEPARTMENTS - FEB. 13, 1913.

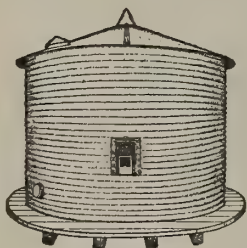


6 DAYS LATER - STORAGE SHED TORN DOWN AND NEW BUILDING COMMENCED - FEB. 19, 1913.

7 DAYS LATER - FRAME-
WORK UP OVER OLD
BLACKSMITH SHOP AND
PARTLY UNDER ROOF -
FEB. 26, 1913.



27 DAYS LATER (46
DAYS, OR ONLY A
MONTH AND A HALF
AFTER THE FIRE) NEW
AVERY BLACKSMITH
SHOP MORE THAN DOUB-
LE THE SIZE OF THE OLD
ONE ALL UNDER ROOF -
MAR. 25, 1913



Implement Dealers

Who want to handle the best

Portable Granary

on the market should hook up with us on a special agency basis.

You then handle a granary that has a pedigree which stamps it as a thoroughbred.

Get our literature and proposition at once. Don't delay because the farmers are thinking about granaries now.

Winnipeg Ceiling & Roofing Co. Limited

Manufacturers of Metal Shingles, Sidings and Corrugated Iron

P.O. Box 2186 B

WINNIPEG, MAN.

Agricultural Machinery for Italy

During the first ten months of 1911 the imports of agricultural machinery into Italy were 38,993,240 pounds valued at \$4,482,190. Of this sum \$1,513,225. represented reaping machines and threshing machines. Of these imports of farm machinery Germany supplied 11,291,500 pounds, the United Kingdom 4,545,420 pounds, the United States 3,370,620 pounds, and France 1,529,000 pounds. Italian buyers necessarily prefer practical and economical machines. At the present reapers, sower, mechanical plows, straw and fodder presses, mechanical rakes etc. are most in demand. The value of the agricultural machinery required annually by Russia is estimated at 90 million roubles (about \$54,000,000). 40 to 50 million roubles representing imported goods and the balance the home production. The United States is the chief importer and supplies much of the harvesting machinery used. The time is believed to be favorable for introducing new makes of agricultural machinery on the Russian market.

No Batteries - No Cranking "Simplicity"

FARM ENGINES

Gasoline - Kerosene - Distillate

EASY TO DEMONSTRATE
EASY TO SELL

Your profits are not wasted away in time spent on instruction and repairs because "Simplicity" engines are

Reliable - Economical
Simple - Durable

Your customers want an engine that will give power on cheap fuel, an engine that will stand hard knocks: one that is **Always on the Job** ready for work. They want to see the "Simplicity" Built-in Magneto, the most practical improvement ever put on a farm engine.

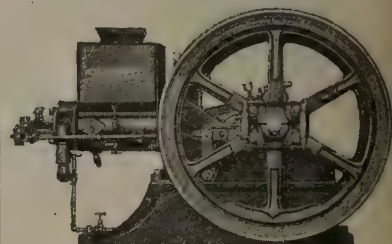
Full Line of Styles and Sizes
2 to 20 H.P.

Stationary - Skidded - Portable

Write today for particulars on our Advertising and Selling Plan.

TURNER MFG. CO.

Port Washington, Wis., U.S.A.



Jobbers for Central Canada

Wilkinson, Kompass & Hawkey

Limited

Hamilton WINNIPEG Toronto

Brandon

A census of Brandon has been taken by the police, and when completed is likely to show the population close to the 20,000 mark.

The weather has been very favorable to spring work on the land, and many of the farmers have all their wheat in the ground.

George White & Son, whose warehouse was recently burned, will build a new building to replace the one burned. It will be a frame structure to cost \$8,000.

The Brandon market was formally opened on Saturday, April 26th, and the superintendent, Chas. Pilling, looks for a good patronage from farmers and citizens.

Brandon is to be visited on August 6th by a large party of German manufacturers who are to make a tour of the West. It is expected that one hundred business men will comprise the party.

The Brandon Stamp & Wire Co. have opened up for business on Pacific Ave. and 6th St., and have put in machinery for the manufacture of lightning rods and other small lines of wire goods.

Some of the cars for the Brandon street railway have arrived in Winnipeg, where the motors are being installed which, when completed, will be shipped on here. It is expected to have the system in operation before the 24th of May.

The Hardware business of Brown & Mitchell has been formed into a joint stock company with a capital of \$250,000. The directors are J. D. McGregor, J. H. McGregor, P. C. Mitchell, Alex. McDonald, and Mrs. Margaret Mitchell, all of Brandon.

A representative of the General Electric Co. is in Brandon to complete the installing of machinery in the power plant for the street railway. Mr. Dudley came here from Medicine Hat, where he had been doing work for the General Electric Co.

The implement business this spring has been very quiet. Drill sales equal only about one-fourth of what was sold last season; but there is improvement in the plow sales. Collections held over from last fall are not being met on account of the banks refusing to make any advances to the farmers, as they have done in the past, and very little cash is being received for new sales.

Tenders are called for the erection of the large reinforced concrete warehouse to be built for the Gordon McKay Wholesale Dry Goods Co. The building will be erected on the block on Pacific Ave., between 7th and 6th Streets. It will cost about \$100,000.

Ira T. Peacock, manager of the Canadian Oil Co., Ltd., was a visitor to the city. The object of his visit was to make arrangements for the immediate construction of the necessary buildings for their distributing business. It is proposed to make Brandon a very important distributing centre for their goods not only for Manitoba, but for the other western provinces. The company will also handle paints, varnishes, and candles.

A branch of the Manufacturers' Association has been organized

by Mr. Poussette, assistant secretary of Winnipeg with the following members: S. H. Borbridge, Brandon Brewing Co., Ltd.; Brandon Machine & Implement Works; Brandon Tannery; Empire Brewing Co., Ltd.; Hanbury Mfg. Co., Ltd.; International Harvester Co.; Manitoba Engine Co.; McDiarmid & Clark; Western Canada Flour Mills Co., Ltd.; George White & Sons; Brandon Creamery & Supply Co., Ltd.; Brandon Fire Engine Co.; Brandon Sandstone & Brick Co.; Cockshutt Plow Co., Ltd.; Somerville & Co.; Brandon Construction Co.; Rat Portage Lumber Co.; and J. H. Waldron. John Vasbinder, manager of the George White & Sons Co., is chairman; E. A. Gass, general agent of the International Harvester Co., vice., while J. M. Douglas is secretary.

Executive: George Williamson, A. R. McDiarmid, W. Crouch, R. E. Trumbell, S. H. Borbridge. J. S. Maxwell is representative to the Summer Fair Board, with four associates. This association will fill a long-felt want among the manufacturers of Brandon, and good results must necessarily follow therefrom.

Sickly Sisters!

Dorothy was only five years old, but she had already begun to make plans for the future. She unfolded one of them to her mother one day.

"When I grow up I'm going to have two children," she said. "I'm going to name the first one Anaemia, and the second one Malaria!"

Why Should You



THE REASON WHY

Because any other type has weak points. The Twentieth Century has no weak point.

Look at it! Any willing eye can see and learn its safety and strength instantly.

A special shaft, if you please. Skeleton heel—brace of same bend as heel of shaft. And completely locked at each end, to both T plate and shaft eye.

That's it in a nutshell. Sounds sturdy and secure, doesn't it. It is that.

The weakness of other types: Well, a heel brace with merely lugs at each end is not safe. Nuts come off you know. Not seldom—often. And without notice. Then look out for trouble with a big T. Heel brace, thus weakened, splits heel. Cold fact, that. No idle statement.

But Twentieth Century Shafts have locks—(locks, not bolts and nuts). These locks are forged at each end of heel brace. Result, perfectly safe. Notice also the lug in center of heel brace taking steel tube and bolt, a very rigid connection with heel.

Handle

Twentieth

Century

Shafts?

Lock Heel Braces insure absolute safety.

Brace follows bend of heel, thus eliminates ungainly appearance of all other heel brace shafts.

Heel of shaft is rounded, both top and bottom—neat tasteful, workmanlike.

T Plate and Double Corner Braces are pressed steel, one solid piece.

Construction of this Twentieth Century Shaft has eliminated all welds—no more trouble due to welds if you pin your faith to it. In fact, no trouble due to any of the weaknesses from which other constructions have suffered.

And don't let this escape you—the forgings on this shaft are all drop forged. Heel braces drop forged with locks at each end and lug in center.

FULLY LEATHERED

NEATLY PAINTED AND STRIPED

SELL WELL AND STAY SOLD

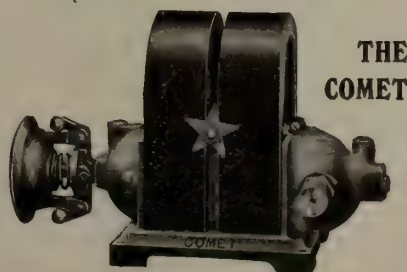
Supplied in Green, Black and Carmine, with or without Couplers. The Best Shaft at the lowest price sold in the West.

D. ACKLAND & SON, LTD.

Winnipeg, Man.

FIRES YOUR ENGINE—LIGHTS YOUR BOAT

READ WHAT A CUSTOMER SAYS



THE COMET

Extract from a letter from
THOMAS SARGENT
MOTOR BOAT SUPPLIES
Gasoline Engines—Marine and Stationary
506 Stanley St., Nelson, B. C., Can.

Nov. 27, 1912.

"The Comet is the Best Magneto made at any price. I have a four-cylinder high-speed engine; I have run thousands of miles without a miss, and I can run my engine slower on the magneto than I can on the batteries, and I have light for headlight and side lights."

HENRICKS NOVELTY CO.

1280 St. Paul St.

Indianapolis, Ind.

Winnipeg Motor Contests

Rules and Regulations for 1913

The rules and regulations of the Winnipeg Motor Contests, which will be held during the Canadian Industrial Exhibition, July 1-16, 1913, have now been published. In our March issue we gave the principal data with regard to these contests, and the rules and regulations do not differ greatly from those enforced in the 1912 contests.

The days of the various competitions will be as nearly as possible as follows: All engines must be on the grounds by 8 a.m., July 1; July 1 and 2, all engines will be scored for design and construction; July 3, 4, 5, 7 and 8, brake test; July 10, 11 and 12, plowing tests.

All entries for the contest must be made on or before June 2, 1913, and must be made upon the official entry form, with all data filled in accurately and accompanied by \$50.00 for each entry. Competitors to state at time of making entry the number of bottoms, with width of furrow, they purpose using in the plowing test, so that ground may be surveyed in ample time.

The conditions are practically the same as those enforced in 1912, while the tests comprise (1) brake test, (2) plowing test, (3) any other tests such as the judges may determine.

Brake Test

To consist of a two-hour economy test. During the test the engines are to run at their greatest load consistent with economy.

Competitors, on the completion of test by previous engine, shall be allowed 30 minutes in which to line up to the brake, to try out the engine, and to state the amount of load they wish to carry. Careful measurements of the fuel and water used will be taken, and the condition of the engine carefully noted.

On the completion of the two hours' run, a test will be made of the maximum horse-power the engine will develop for thirty minutes; the competitor stating the maximum load he wishes to carry; measurements of fuel and water again being taken.

Plowing Test

May extend over a period of five hours or longer, if deemed

necessary by the judges, and each engine shall be allotted the same number of rounds. Contestants may use any make of plow they wish. Depth of plowing to be uniform and as directed by the judges. Pull to be recorded by a dynamometer placed between engine and plow. For further data regarding the plowing competition see below.

Penalties

All Penalties to be Deducted from Final Score

	Points.
1. For each hour late in entering allotted position on ground.	2
2. Each minute over five minutes required in getting away from test.	2
3. For each minute over 30 minutes required in getting started.	1
4. For each stop after start of test.	10
5. For each five minutes of stop after first five minutes.	10
6. For withdrawing after starting and entering again, 15% of total points won. In such cases Items 4 and 5 will not count.	
7. For reducing permanent load after starting brake test (maximum or economy) for each 5% or fraction thereof of load started with.	2
8. For increasing permanent load after starting brake test (maximum or economy) for each 5% or fraction thereof of load started with.	1
9. For each revolution of engine more than 5 revolutions above or below the average.	.25
10. For each temporary changing or reduction or increasing of the load.	5
11. For cleaning, adjusting or changing ignitors.	5
12. For cleaning carburetors.	10
13. For adjusting bearings (each bearing).	20
14. For adjusting clutches (each adjustment).	5
15. For changing depth of plows when dynamometer is recording per notch per plow.	1
16. For having a knock in engines, Each place of knock.	5
17. For each hot bearing.	5
18. For not having standard equipment on engine during all tests, each feature.	5
19. For each yard over four yards a plow is out of the ground.	2
20. For vibration of whole engine frame, amount of penalty to be ratioed.	10
21. For vibration of parts, including cab.	5
22. For wabbling belt.	5
23. For more than one man starting, each man.	3
24. For insufficient water to run 8 hours, according to hours less than eight, from 1 to 28 points will be deducted.	
25. For having R.P.M. of engine in plowing test greater or less than in economy brake test. According to variation of more than 1 to 7 per cent, from 1 to 22 points will be deducted.	

Engine Gang Plow Competition

The following are the entries as classified:

Section A—Engine plow with six bottoms and under.

Section B—Engine plow with over six bottoms.

All entries to be made on or before June 21, 1913, and must be made on official entry form, also

accompanied with an entry fee of \$25.00 for each entry.

Competitors to state at making of entry number of bottoms and width of furrow they purpose using. All plows to be from regular stock and not built specially for competition.

One man only, except observers, will be allowed to each plow during a test. Each contestant must make provision for an engine to pull his plow or plows, and must arrange for a suitable recording dynamometer for his entry or entries. All dynamometers and other instruments must be deposited with the judges not later than July 3, so that they may be officially calibrated.

Tests

The plowing test shall consist of one or more rounds of plowing field, as may be deemed necessary by the judges. The contestants may use any kind of engine they wish. The depth of plowing to be uniform and as directed by the judges. Each plow must cut full width. A recording dynamometer will be placed between the engine and the plow, which will accurately record the pull.

Score

The following are the points upon which the awards will be made:

1. Draft	40
2. Evenness of depth of furrow	15
3. Lay of furrow slices	10
4. Evenness of cut of inside plow, and of thickness of furrow slice	10
5. Ease of adjustment and manipulation of plows	10
6. In and out at ends	5
7. Straightness of furrow	5
8. Stops attributable to plow	5
	100

PROF. L. W. CHASE,

Engineer in Charge.

SIR WM. WHYTE,

President.

A. W. BELL,

Manager.

Walls Have Ears.

Walls have ears is literally true, if a report in the "Electrical World" is to be accepted. Two American syndicates became entangled in a commercial war, and one of them finding that its rival sent delegates to its meetings, made a rule prohibiting their admission. The other, which had a lively interest in these deliberations, was not to be beaten, and called modern science to its aid. An electrician was engaged to dispose of a number of microphones behind the pictures which hung on the walls in such a way that these filled the function of a large diaphragm collector of sounds. The most feeble murmurs were recorded, and a corps of stenographers was engaged to make note of and transcribe the words recorded by these instruments.

The Only Original

Peters Pump

YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

"Manitoba" Engines Invade Saskatchewan

To take care of a rapidly expanding business and to be able to co-operate closely with dealers in Saskatchewan, Manitoba Engines, Limited, have completed arrangements for a branch in Saskatoon, and have secured premises on 22nd Street in the Garden City.

This company has always sold its product through the local implement dealers and intends to work in still closer touch with them in the future. The Saskatoon branch will be in charge of Mr. F. A. Nutall, who has been with the company for the past eight years as travelling salesman, and during that time has gained a wide acquaintance with the trade in the territory covered. Mr. Nutall has the additional advantage of knowing the engine business from start to finish, and should justify the company's decision to place him in charge of the branch.

The record sales of "Manitoba" engines are attributed by the makers to their steady adherence to a fixed high standard of quality, and the policy that has ruled the business since its inception, or as G. F. Williamson, the general manager, puts it: "No man who buys a 'Manitoba' engine need keep it unless it is all that is claimed and a thoroughly high-grade machine in every particular."

Curiosity Pays

We are usually rather antagonistic to the individual who possesses curiosity in too marked a degree, but nevertheless there are times when the quality pays. A certain implement dealer had a habit—good or bad as you care to judge it—of sauntering down to the freight yards at the local depot, where he usually smelled around the multifarious shipments addressed to many of the farmers who did business with him. One day, just after the local freight had pulled out, he commenced his stroll of inspection and came across something on the platform that interested him. It was a beautifully painted little engine, bearing upon the side of its cylinder the letters, raised from the casting—4 h.p. This engine was addressed to one of the customers of the dealer, whom we shall call John Smith. Of course, this should have been of no interest to the dealer; he should not really have looked at

the address tag—but then we already said that he was as inquisitive as the average gopher. He even did more than note the name of the future owner of the engine; he took a two-foot rule from his pocket and began making some accurate measurements of the engine, for he was a dealer who knew his business although he was curious.

He then walked back to his store and took down an engineering handbook, for he was an up-to-date dealer, and did a little simple figuring.

"Four-horse, by heck!" mused he, "wait till I see John Smith." Thereupon, when John Smith hove in sight to see whether the engine had arrived the dealer read him a little lecture on engines and the size of their component parts. He likewise proved by figures and demonstration by comparison that the engine could only produce about two and a half horse-power. Of course, the farmer was hard to convince, but then the dealer knew gas engines.

In some mail order concerns the bait offered is that all unsatisfactory goods may be returned. This bluff is seldom called, but for once in the history of the catalogue concern, one of their engines went back eastward with great celerity. And John Smith now owns a 4 h.p. engine that really produces 4 h.p., and the letters on the brass plate on the cylinder are no lie. Likewise John bought it from a dealer who was a man with a very healthy curiosity.

Be like the elephant in Mr. Kipling's story who always said: "I really can't help it, but I am the most 'quisitive little elephant on the Limpopo. I must stick my trunk in things!"

Four Wheel Drive Tractors in France

The tractor with a four-wheel drive, and possible to guide by action on both the front and rear wheels, is rapidly coming into popularity in France. Some of the big corporations constructing this type of tractor are the Panhard, Blum-Latil, and the Balachowsky. The well-known Creusot works are also experimenting in this direction. Much of this energy is due to the tractor being pushed by the military authorities as a means of transport, and a contest for different types of tractors for army transport has been arranged and will be held in the near future.

The Time Is Ripe for Plymouth Twine



Prices are established--crop prospects are good--harvest is getting nearer. If you haven't ordered your twine, it's because you haven't decided on the brand.

Isn't that right?

Let's look at this question of brands a minute--it means more on twine than on most articles.

The twine selling season is short--only a few weeks. No chance to change brands during harvest--you stand or fall on one brand. Select it carefully.

Twine is in itself an article of comparatively small profit--all the more reason for picking a brand that you can sell the same man next season and that attracts trade on other goods.

This is no time to line one price against another--to wonder about crops. It's a time to look for the *twine* that *makes good* with the *farmer in the field*.

Look for that twine and you will find Plymouth Twine.

Plymouth Cordage Co., North Plymouth, Mass.

Canadian Distributing Agents

W. G. McMahon
(Representing Lindsay Bros.)

Winnipeg, Man.

Hobbs Hardware Co.

Toronto, Ont.

Every Plymouth dealer means a dealer satisfied with his twine connection.



A Trainload of Tractors

That the tractor is becoming a virtual necessity in the Canadian West was demonstrated recently in no uncertain way when the Emerson-Brantingham Company shipped a trainload of Big Four farm tractors from their Minneapolis factory to Regina, Sask. This great shipment, which was composed of forty-five flat cars, each bearing a Big Four tractor, left Minneapolis on February 10th over the Soo line and the

Canadian Pacific Railway. The total length of this train was 1,875 feet, and the shipment was valued at \$165,000. Twenty per cent., ad valorem, \$33,000 was paid as import duty to the Canadian Government. Each of these tractors is capable of plowing, discing and drilling 2,000 acres in a single season, therefore this means that the shipment have a cultivating capacity of 90,000 acres for this spring alone. As the tractors are all 30 h.p. machines, the total horsepower of the trainload amounts

to 1,350 h.p. Half of the engines were unloaded at Regina, the balance going on to Saskatoon. An interesting feature of the journey was the fact that the train was run on day schedule only, occupying fifteen days, while stops were made nightly at various stations en route. Each night a moving picture show was given by representatives of the Emerson-Brantingham Co., in a local theatre or hall, the views shown being the various uses to which the Big Four tractor is

being put in widely severed countries of the world. The engines were all in order for immediate distribution at their receiving points, and, when the shipment left Minneapolis the company had on order 70 tractors, but could only send 45.

From such shipments it seems assured that the tractor is tending to solve the labor problem in Western Canada and its use is increasing as every spring comes around.

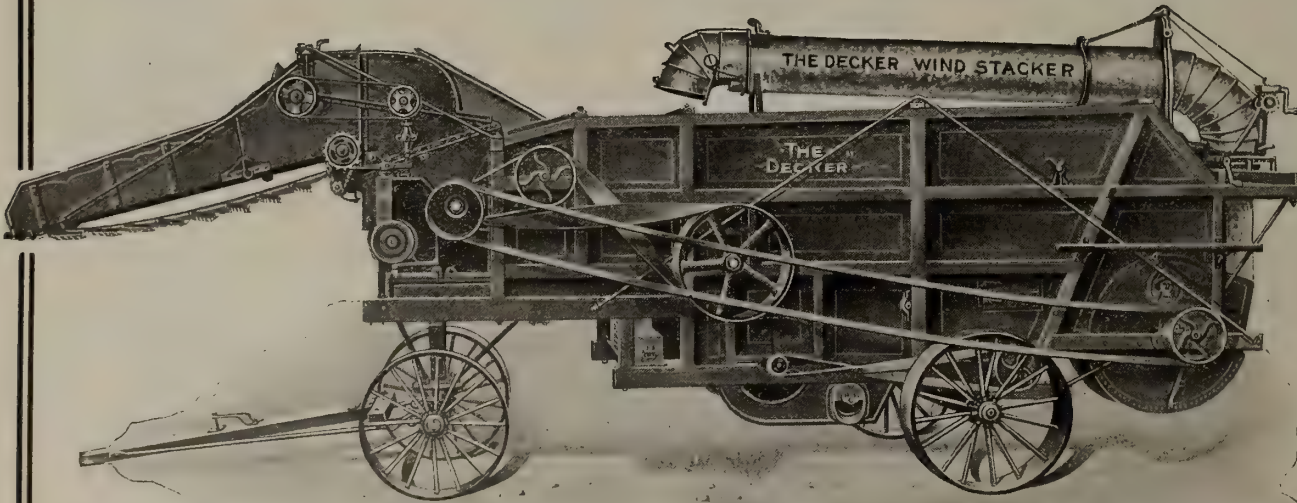
A New Engine Fuel

In a recent report from Johannesburg, South Africa, the U. S. consul in that city gives a most interesting description of a new fuel for internal combustion engines which has lately been introduced in motor circles in Johannesburg. The inventors claim that the new fuel, which is called "Parol," is equal to, if not superior to gasoline, and they are confident that their invention will prove a most valuable one economically, for all users of internal combustion engines. The inventors of the new fluid are Messrs. Jenkinson & Livesay, of Johannesburg.

Parol is made from paraffin, its conversion being accomplished by a chemical process and without the use of heat. Aside from the chemicals used, the only accessories required for the preparation of the fluid in large quantities are tanks, pumps, and mixers. It is claimed that by means of the chemical process employed the property which creates carbon in the cylinders and forms soot on the sparking plug is removed, and the strong odor of paraffin is likewise eliminated when the machine is in use.

The paraffin which has been used in all of the tests up to the present time is of 150 fire test. The cost of parol as a finished product is estimated at 50 per cent. more than paraffin, or about 25 per cent. less than petrol, measured by the present prices charged for petrol and paraffin. Aside from the lower cost of the new fuel in comparison with petrol greater efficiency is claimed for it, gallon for gallon, while the further claim is made that it evaporates less easily than gasoline. Other advantages pointed out are that it can be used with any ordinary type of carburetor, that no adjustment or alteration is necessary to the engines or any of the mechanism of either car or cycle, and that its use will not

THIRTY-EIGHT YEARS' EXPERIENCE



All these years we have been manufacturing the famous "Decker" line of Threshing Machinery. Engines of 18, 20, 22 and 25 h.p. Boiler pressure 175 lbs., "Decker" valve action is superior to all others, while our heavy gear drive is unexcelled for heavy work. Plowing engines a specialty.

"DECKER" SEPARATORS are made in the following sizes: 24-46, 28-50, 32-54, and 36-60.

Ease of operation makes them ideal for gas power driving. Simplicity, efficiency and convenience in handling are the main features in their construction. Wind Stackers, Feeders, Baggers and a full line of thresher supplies carried.

WRITE FOR CATALOGUE

AGENTS WANTED

The **Macdonald Thresher Co., Limited**

Western Branch: WINNIPEG, MAN.

Box 1296

Head Office and Factory: STRATFORD, ONTARIO

cause any deterioration of the machinery.

A great many tests of this new fuel have been made by means of autos and motor cycles, and all have been decidedly favorable for the invention. In one trial a 20 h.p. Ford five-passenger car was used, the fuel tank being completely emptied and refilled with "parol," while neither the engine nor the carburetor were touched in any way. With a total weight in passengers of 765 pounds, the car did 36 miles over a very hilly road, which was chosen for the test, covering the distance in about 1½ hours. The quantity of fuel consumed in the round trip, 72 miles, was 2 2-3 gallons, or about 27 miles to the gallon of fuel. No mis-firing or knocking in the engine took place, and the engine ran very cool. All hills were taken on high gear, and it was noticed that no smoke came from the exhaust. On returning to the city examination proved that the sparking plugs showed no signs of carbonization. It would seem, therefore, that if this paraffin product can be manufactured in large quantities that it should prove an excellent substitute for gasoline.

Crude Oil for Locomotives

Gasoline and kerosene have replaced the muscular power of the equine race upon the farm, and the steam engine has had to concede the popular position as a power producer. One of the latest adaptations of crude oil is for the driving of the ordinary railway locomotive. For years the river steamers of the Volga, in Russia, have been propelled by crude oil from the oil fields of Baku, in Caucasia, while in the Southern States crude oil has been successfully used on various railroads. In Canada, Mr. Clyde Leavitt, Chief Fire Inspector for the Railway Commission, and Forester for the Commission of Conservation, is now preparing a statement showing how the installation of this system may prove more advantageous to railways from a financial standpoint.

The Canadian Pacific Railway is now using oil burning locomotives on the main line between Kamloops and Field, B.C. The Grand Trunk Pacific and many of the Canadian coastal trade steamships now burn oil and it is found to be of great use in this respect.

Among its advantages are a great decrease in the smoke nuisance, and a considerable decrease

in the number of firemen needed. In intermittent service it shows a great economy over coal, and it has been proven by engineers that three boilers heated by crude oil will give the same pressure and amount of steam as the same number of steam boilers. Again, for getting up steam readily the crude oil is away ahead of coal, as it is more rapid in combustion and gives a greater heat in far less time than can be got from coal combustion. In Canada we have a considerable yearly loss from forest and prairie fires which are too often due to the sparks from a coal-fed locomotive. With the adoption of crude oil we would have no sparks and the timber lands would be free from danger in this respect.

The oil is principally obtained from the oil fields of California, and should future discoveries in Alberta and British Columbia make this oil more plentiful we do not doubt that its scope will extend to the locomotives on our Canadian railways.

current is desired or where there is a plentiful source of current handy to recharge them. For the average isolated power unit, however, the dry cell is used.

The term dry cell is a misnomer. The adjective has only a relative meaning, for the cell must contain some moisture, and one of the causes of its exhaustion is the fact that it becomes prematurely dry. The strength of this cell necessarily has narrow limits, and when exhausted it must be discarded. Since the cost of the dry cell is not high, this fact does not present a serious difficulty.

When a dry cell weakens, it can be temporarily revived by pouring in a solution of sal ammoniac through holes punched at least half way to the bottom of the cell from the top. The liquid must soak in thoroughly before it becomes effective. It is said that a solution of one part of sulphuric acid to twenty-four parts water will bring about the same result.

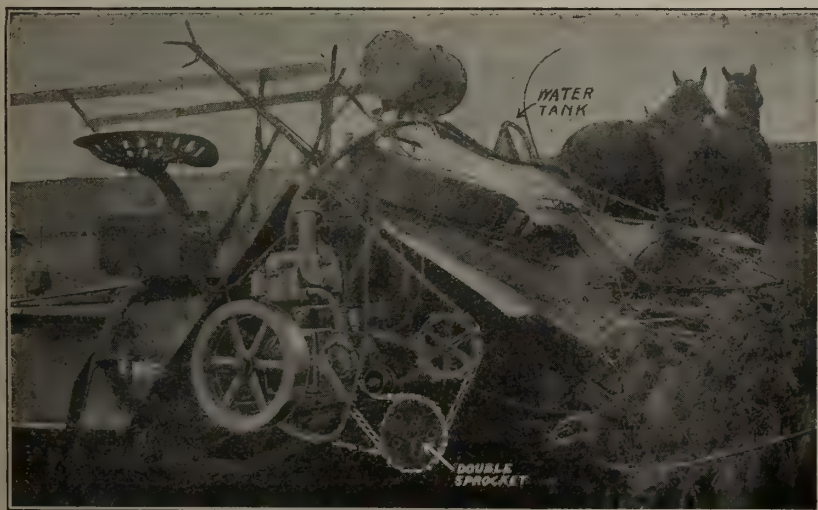
Storage Batteries

Most of the batteries used for engine ignition are either dry or storage cells. The latter are employed when an especially heavy

Many a man puts on a nonchalant air when he asks a woman to marry him—just as he used to whistle when a boy if he had occasion to pass a graveyard at night.

CUSHMAN! CUSHMAN! CUSHMAN!

4 H.P. 4-CYCLE



A Harvest Field near Dauphin, Man., Showing Farm Cushman Operating a Binder

ENGINES THAT SELL AND STAY SOLD

Send for Literature on our 4, 8, and 20 Horse Power
Light Weight High Power Gasoline Engines . . .

Cushman Motor Works of Canada

LIMITED

210 Chambers of Commerce WINNIPEG



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well-known, widely advertised

HART-PARR OIL TRACTORS

Our 60 B. H. P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers. Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water or coal troubles. Uses cheapest **kerosene** for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT

Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie.
63 West 23rd St., Saskatoon, Sask.
1622 8th Ave., Regina, Sask.

The Chapin Co., 331, 8th Ave. West, Calgary, Alta



The Crisis of Credits and Collections

In a recent issue of *Industrial Canada*, Robson Black, in a review, deals very ably with the difficulties met with by implement manufacturers in making collections, and in the poor security they have to handle in return for their product.

It is too often maintained, and unjustly, that the implement manufacturer keeps forcing machinery upon the long suffering farmer which he is really unable to pay for, and this is backed by the assertion that implement companies hold money to the value of five million dollars—on paper—against the grain farmers of Central and Northern Saskatchewan.

The question, however, has two sides. The commercial companies assert that any undue loading up of paper can be traced in every instance to overzealous local agents whose motto is to make sales at any cost. They say that the farmer is ill-advised in his purchasing, yet it seems to us that the average farmer is long-headed enough to know when not to buy, and he is not usually in a state of feverish excitement to take the implement on any terms.

The outcome of this, as contended in this review, is that a new system of collections will have to be inaugurated in order that both farmer and company may be more fully protected on machinery deals.

This point is of special importance when we see the results of the new machinery law as passed in Alberta, which cannot be said to protect the dealer or agent, while it certainly should be met with acclaim by the sons of the soil.

With implement sales increasing yearly, distributors are confronted with the problems of keeping their percentage of collections on a par with their increased sales. In this respect, views are quoted as given by some of the officials of the large machinery corporations. One of these says:

"In the last two years our collections have been unsatisfactory. By that I mean we have not been getting in the amount we expected, nor a sufficient percentage on our turnover. Of course, they were hard years in which to collect, due to a variety of causes, chief among which were the scarcity of cars, slowness in the returns of grain sold, low grades, and last year's especially poor prices. Another collection season like the last two will make a different system necessary.

"Many people have an entirely wrong impression as to the way implement companies do business. They think that most of our debts are secured. That is not the case. In current year sales I would say that practically none of our money is secured except by the lien on the goods, and second-hand implements com-

mand very little at a forced sale. In a case of past due debts we generally receive some kind of payment on account, but even in this class I do not consider that there is more than 15 to 25 per cent of our past due debts secured by collateral other than the goods themselves, and the older they grow the less they are worth. The implement companies of America transact their immense business practically all on credit and the amount of their outstanding collections is, obviously, very large.

"We have been accused of unduly forcing sales and, by offering attractive credit, inducing the farmers to buy more machinery than they really need. Usually this is the fault of the farmer himself or of the local dealer. The one is anxious to buy and the other to sell. So many farmers buy machinery which the amount of land they have under cultivation does not warrant, and so few local agents look far enough ahead to recognize that permitting a farmer to incur debts beyond his needs and his ability to pay promptly is bad for his own business, his customer, and the whole community."

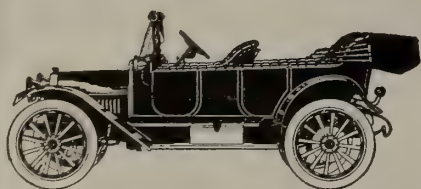
Another manager of long experience contends that it is absolutely impossible for implement manufacturers to continue much longer with so excessive an outlay and so small an amount of income. He also maintains that, as a class, implementarians do not force sales any more than any other line of business; the fault is mainly due to people who are not skilled farmers and who

gamble on the wheat crop beyond logical possibilities. It is to be hoped that the law now being pushed for the temporary bank loans to farmers on their grain and live stock may do much to relieve the situation, since, at present, the farmer and the dealer, on one hand, and the bank on the other, look at the financial situation from an entirely different standpoint. It, therefore, seems that the manufacturer sells his machines to one class, while, so far as payment is concerned, he is largely at the mercy of the view the bank takes in the matter of extending loans. Yet every dealer should be warned against the temptation to oversell; it is to his own benefit and to the benefit of the customer to only extend credit to a reasonable point, with due forethought as to possibility of securing payment.

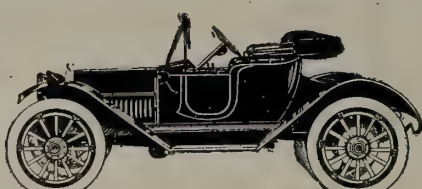
Print and Profits

Printing is the ambassador of trade. It is sent out to acquaint your customers with your business. It goes where you cannot be; it tells the story you would have told had you been able to go in its stead; it is the means by which you hope to attract attention to your store; to interest the public and secure patronage. In order to achieve these results and secure adequate returns for the money invested, it is vitally essential that your printed literature have distinctive qualities. Ordinary printing is forgettable printing. Distinctive printing impresses itself upon the mind and brings results.

Good Cars - Good Service - Satisfied Customers



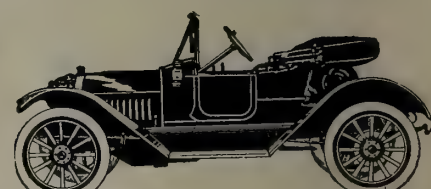
Model 31, Touring Car
\$1,850.00 f.o.b. Winnipeg.



Model 30, Roadster
\$1,735.00 f.o.b. Winnipeg



Model 25, Touring Car
\$1,510 f.o.b. Winnipeg



Model 24, Roadster
\$1,300 f.o.b. Winnipeg

The McLaughlin-Buick organization have consistently adhered to their first ideal—that of **GOOD SERVICE**.

The best car is no stronger than its weakest component part. When a break-down occurs a thousand miles from the nearest source from which repair parts can be obtained, and the manufacturers do not have an efficiently organized service department, what is the natural attitude of the owner of that car? It must be antagonistic, and antagonism is detrimental to success from a selling standpoint.

McLaughlin-Buick supply houses extend from coast to coast. Spare parts are quickly obtained, the car is repaired and the owner goes on his way—rejoicing and satisfied.

McLAUGHLIN-BUICK CARS HAVE NO FREAK FEATURES.

They are thoroughly standardized so that repairs may be instantly effected. Their power, simplicity and reliability appeal to the Canadian customer, and he has a supply depot within reach, be he in St. John or Vancouver. Catalogues and price lists on request.

We can supply any of our five leaders with Disco gas self-starters, and three of the five with the Gray-Davis electric starter.

McLAUGHLIN CARRIAGE Co. Ltd., Winnipeg

Western Branches: Regina, Saskatoon, Calgary, Edmonton, Vancouver

Head Office and Factory: OSHAWA, ONTARIO

Showrooms: 204-212 Princess St.
Garage: 275-277 Maryland St.

Industry and Implements.

Commenting on the wonderful industrial development of Canada, R. Harmer, president of the Sawyer-Massey Co., who was the guest of honor at the first annual banquet given by the employees of that company, held at Hamilton, Ont., recently, said: "The wonderful industrial growth of Canada is exemplified right here in Hamilton by the growth of our factory pay roll from 220 men in 1910 to the 649 men we have at work to-day.

"Although our company has a history of over 75 years back of it," Mr. Harmer went on to say, "its growth up to three years ago was slow and in keeping with the earlier demand for threshing machinery. Now with the opening of the vast markets of the Canadian West the vitality of the company is well demonstrated in the quick response in increased production to meet the larger demands. I consider this occasion a significant one from an industrial standpoint in that it shows in a delightful way your feeling of loyalty to the company. Loyal co-operation is vital to the success of any concern. We are extending our markets into the West and into foreign lands, and when one of our machines is sent ten or fifteen thousand miles away, it is clear proof that conscientious work has been given to every part of that machine. I am pleased to say that the same spirit which has resulted in this pleasant occasion is daily manifest in our factory, and the results are showing in a practical way in the company's growth and increased trade."

Gas Engine Ignition

On gas engines, a friction driven dynamo is often furnished in place of batteries. The friction wheel of this bears against the fly wheel rim. Machines of this type eliminate some of the well-known troubles due to battery ignition, but the friction drive mechanisms must be carefully watched. See that the face of the fly wheel on which the friction wheel bears, is free from grease and dirt.

Oil the dynamo regularly. If not, the pressure on the friction wheel will cause uneven running, the dynamo will stick, and the friction wheel will have a flat spot worn in it.

Remember to drive the dynamo fast enough to generate sufficient current. See instructions sent

with dynamo. Most machines require over 1,500 r.p.m. At this high speed, frequent lubrication is absolutely necessary. Do not forget it.

Slow speed engine timed built-in magnetos are superior to the friction drive machines because they form a part of the engine, seldom run faster than the engine, and are gear driven, thereby eliminating the friction drive troubles completely.

Magneto equipped engines are exclusively used in automobile, aeroplane and motor boat engines, and hold all world records for speed, endurance and economy. Until recently magnetos were not used on stationary engines on account of their cost, but now the leading engine makers are furnishing magneto equipped engines because wide-awake

buyers will accept nothing else. Magnetos that have a visible method of timing should be specified.

The Merchant as a Producer

"It has seemed to some, even among economists of an earlier time, that the farmer is more truly a producer than the manufacturer, and the manufacturer than the merchant; but careful thought discloses the fallacy of such a view. All industrial classes alike produce one or more of the four sorts of utility, and they do so by changing the relations of things in time or space. The farmer changes his position of grains of corn by dropping them into the earth. Then he removes weed and throws earth

about the rising stalks. Thus man's acts in changing the relations and position of things, aided by Nature's materials and forces, result in more corn for human consumption. The manufacturer in the same way changes the position of pieces of matter, and aided by natural forces within and without the object of production, he causes matter to assume a form which fits, or better fits it, for human needs. So to, the merchant changes the place of things from where they are less useful to where they are more useful, or holds them in one place until a change of external circumstances gives them greater time utility. He is producing utilities as truly as is the farmer or the manufacturer." says Professor Ely, of Wisconsin University.



Don't be "Gold-Bricked" on a Tractor and Plow

Broad claims are being made about some Tractors and Plows without being tied up to definite facts to prove them. There are a lot of general names being used very loosely in describing these machines. Manufacturers are learning that certain features of construction are being insisted upon by prospective purchasers, which is resulting in many general claims being made as to the possession of these features without all the facts behind the claims being given. "Light-Weight," "Self-Lift," "One-Man Outfit" and others are some of the general names being used, but when you get ALL the facts behind them, you find that the meaning of these words is far different when applied to different makes of machines.

There is a whole lot of difference between the meaning of the word "Horse" when applied to different animals. Don't be fooled by any general names applied to Tractors and Plows without finding out what's behind them. Here are three broad claims we make for Avery Tractors and Plows and the facts to back up each of the claims.

CLAIM NO. 1

That Avery Tractors and Plows have **EVERY** important feature of advantage found in **ANY** and **ALL** other makes of Tractors and Plows.

THE FACTS

Others claim they can burn either gasoline or kerosene. So do Avery Tractors. You can use either fuel you wish.

Some claim three speeds as a wonderful feature. Every Avery Tractor, from the first one up, has been built with three speeds.

Others claim self-steering. The Avery Company builds a Self-Guide Attachment special for Avery Tractors.

A few claim proper distribution of weight. Look at the illustration of the top view of an Avery Tractor in our catalog and see how the weight is correctly distributed between the front and rear wheels and also between the two sides. Compare this with many others having the motor on one side or corner of the frame which would be like piling a load of hay on one side or corner of your rack.

One or two offer to sell on approval. So does the Avery Company, and besides this when you buy an Avery Tractor and Plow you are backed up by Strong Guarantees after you accept the machines.

CLAIM NO. 2

That Avery Tractors and Plows have **MANY** important features of advantage **NOT** found in **ANY** other makes of Tractors and Plows.

THE FACTS

We claim for Avery Tractors that they are the Lightest Weight Tractors built considering their power and strength of construction. Avery 12-25 H. P. Tractors weigh approximately 7400 pounds, Avery 20-35 H. P. Tractors approximately 11,500 pounds, and Avery 40-80 H. P. Tractors approximately 20,000. And with this extremely light weight they have also a strong construction. Don't accept any Light-Weight claims without having the figures and then comparing them with the power and construction. Be sure you get all the facts. Avery "Light-Weight" Tractors save fuel and power and are able to travel over soft ground.

We claim that the Avery "Self-Lift" Plow not only entirely outclasses every hand lever plow built, but also all other so-called "Self-Lift" Plows which have all the way from one to two hand levers for each plow bottom.

We claim that the Avery is a real One-Man Outfit. Others claim to have a One-Man Outfit. Get all the facts behind these claims. See how they actually operate. Then compare with the Avery REAL "One-Man" Outfit.

CLAIM NO. 3

That Avery Tractors and Plows do **NOT** have **ANY** of the glaring faults found in other makes of Tractors and Plows.

THE FACTS

At one of the fairs a man climbed up on an Avery Tractor which he saw there for the first time and after carefully looking it over said, "I can't find any of the faults in your Tractor that I have found in mine."

These are some of the things he couldn't find: He couldn't find any intermediate gear for travelling ahead. He couldn't find any intermediate gear shaft. He couldn't find any idle gears engaged in belt driving. He couldn't find any bevel drive pinions. Instead, he found nothing but spur gears and the least gears and shafting on any Tractor built, which means less loss of power in transmission.

He couldn't find any fan to waste power or cause trouble. He couldn't find any fuel pump. He couldn't find any water pump. He could only find one clutch which served for traveling forward or backward or belt driving. He couldn't find the vibration common with many other Tractors. Instead he found the simplest Tractor built, and one without any of the glaring faults found in others.

The Avery "Light-Weight" Tractor and "Self-Lift" Plow is the Only Outfit built that actually has **EACH** and **ALL** of these important advantages: "Light-Weight," "Self-Lift," "One-Man" Outfit, Simplicity, Strength, Three Speeds, Combination Gasoline or Kerosene, Low Price. Sold on Approval, Guaranteed and many others, and does **NOT** have **ANY** of the glaring faults of others.

Get **ALL** the facts about Avery Tractors and Plows and about all other Tractors and Plows and compare them. All we ask is for you to know **ALL** the facts. Write for a complete Avery 1913 "Light-Weight" Tractor and "Self-Lift" Plow catalog. Address:

AVERY COMPANY, PEORIA, ILL., U.S.A.

Western Canadian
Representatives—

HAUG BROTHERS & NELLERMÖE CO., LIMITED

WINNIPEG AND REGINA

Important Appointment to an Implement Man

Most of us connected with the implement trade are well aware of the importance of the great Panama-Pacific Exposition to be held in San Francisco in 1915. For the first time on record an implement man—Thomas G. Stallsmith—has been appointed chief of the department of agriculture at this great exhibition.

This department of the exhibition embraces agricultural products, agricultural machinery, and pure food exhibits. Mr. Stallsmith, who belongs to Chicago, applied for the post some time ago. After conferring with the exposition authorities, he was appointed to his onerous position. The buildings which will be under his care provide over 600,000

square feet of floor space, while ample outdoor space will be provided for the demonstration of heavy machines. It is the hope of the exposition authorities that the display of farm implements will be large and comprehensive. Applications for space have already been received by the authorities from many of the leading farm machinery manufacturers, and they urge applications to be forwarded early so as to facilitate the grouping of exhibits. There will be no charge for space. Power for motion exhibits will be furnished at small cost, and the management hopes that there will be a large showing of this type of machinery.

The appointment of Mr. Stallsmith is a recognition of the implement industry that should be appreciated by all factors in the trade. He has had many years

of experience in the sale of implements in various countries of the world, and is held to be an expert in certain lines. In addition, he is singularly qualified to hold such a position, while he is widely acquainted among implement manufacturers.

Engine Needed Repairs

At all terminals where there are railroad shops a book is kept in which engineers report all work that needs to be done on their engines. This is a literal reproduction of what appears in the work book written by a Holton engineer, says the Troy (Kan.) Chief:

Engine No. —. Boar out flese fluse leekin in fire box and frunt end examin her pettacot pipe she

don't burn her fire only in senter of Box she orter to have a bigger bridge in her noze. Pack rite piston and rite valv stim they are blowin so bad i kant see no kind of signals on my side titen on rite mane wege and redus left frunt mane rod brass poundin bad, wash out plug in belly of baileer leeking so bad it washes all the oil off the eksentrix on no hoghed can make the reckered on her rase up all around she rides to ruff put a gloab valv in dreen pipe of water glass. Fix kuadroon and reech rod so one man can hannel the reverse leever it takes me and tallerpot both to get her over. Fix ketch on fire doar so she will sta shet burns the fire-boy's shins and makes him cuss.

Exaggerated Advertisements

For long the management of some of the great advertisement mediums of large circulation have been aware that many advertisements contain statements manifestly exaggerated and incorrect. The public is gullible, but cannot be gulled beyond a certain extent. In many automobile advertisements in the past statements were made that time has proven to be absolutely incorrect. All could not be the most powerful, the best, the most wonderful in every particular. In many trade papers nowadays experts are employed who go into the truth or otherwise of the statements contained in an advertisement; they are the testers of its value. We must not think that every paper has the lust for lucre to such an extent that it never considers what it advertises. Many papers do, of course, advertise questionable matter and get-rich-quick schemes, but the average trade papers guarantee the quality of the advertisements they contain. Yet, apart from all that, no sane and philosophical individual can possibly believe that this commodity is the "best," while, turning to the next page, a commodity of a like nature is also characterized as "best."

The public can only choose by purchase, and the patronage of that which they find most suitable. The advertiser cannot be blamed altogether, for the purchaser also has his "bests" and his "non-bests." With him one make of auto may be absolutely the acme of perfection, while with another man it may be designated as a "noisy scrap-heap."

To sell is easy, to get the money difficult.



July 8-16 WINNIPEG 1913

The Greatest Year of Western Canada's Greatest Educational Exhibition—
See the amazing

FRONTIER DAYS EXPOSITION

Bucking Bronchos—Real Cowboys and Rough Riders—World's Supreme Wild West Show

GRAIN CLEANING COMPETITION

Interesting, Instructive, Unique—Only Contest of its kind ever devised in America

HUGE FARM MOTOR CONTEST

Displaying the greatest developments of Mechanical Genius in Farm Tractors

THE ORIGINAL BOYS' FARM CLUB

First Camp ever planned for farm boys. A solid week of education and enjoyment

PIONEER DAYS IN FIREWORKS

COME TO THE WEST'S GREATEST ANNUAL EXHIBITION

Sir WILLIAM WHYTE
President

F. J. C. COX
Vice-President

W. H. EVANSON
Treasurer

A. W. BELL
Secretary

1913

MADE IN CANADA EXHIBITION TOUR

**Come See
What Canadian Workmen
are Making**

This is the most realistic demonstration of Canada's advance to leadership in manufactures. What the Agricultural Shows prove of the Dominion's pre-eminence in the fields—the Made-in-Canada Exhibition Train does for her development in the factories.

10 CARS FULL OF INTERESTING EXHIBITS

From the leading Canadian Manufacturers we have gathered exhibits of what is newest and best for farm and home. Just a walk through the train will be an education and delight. Make especial note to see the exhibit of Produce from the Mixed Farming Districts of Ontario.

EVERYONE WELCOME

ADMISSION FREE

The Made-in-Canada Tour was a tremendous success last year in every town on the route. Don't miss it this year. It has been improved in many ways.

MAKE THE EXHIBITION A FAMILY HOLIDAY

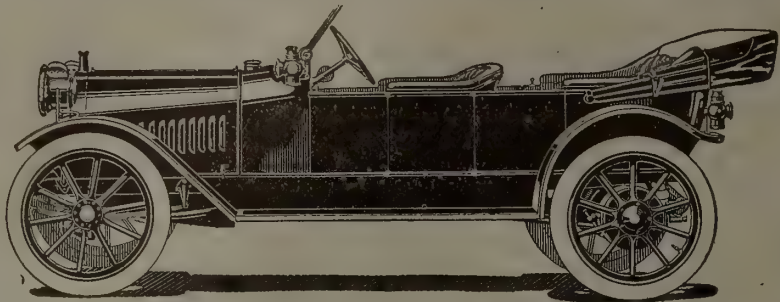
There will be FREE MOVING PICTURES and LANTERN SLIDES. Nearly 100 Fascinating Exhibits.

DON'T MISS THIS UNIQUE TREAT

TIME TABLE

May 19, PORT ARTHUR	May 28, STOUGHTON	June 5, GRANUM
" 20, FORT WILLIAM	FILLMORE	CLARESHOLM
" 21, DRYDEN	OSAGE	NANTON
KENORA	FRANCIS	HIGH RIVER
WINNIPEG	REGINA	" 6, ALDERSYDE
" 22, WINNIPEG	" 29, REGINA	OKOTOKS
" 23, WINNIPEG	" 30, MOOSE JAW	CALGARY
CARMAN	" 31, SWIFT CURRENT,	" 7, CALGARY
" 24, TREHERNE	GULL LAKE	" 9, CROSSFIELD
HOLLAND	MAPLE CREEK	OLDS
CYPRESS RIVER	June 2, REDCLIFF	INNISFAIL
GLENBOROUGH	MEDICINE HAT	RED DEER
SOURIS	" 3, BOW ISLAND	" 10, LACOMBE
" 26, BRANDON	TABER	PONOKA
" 27, RESTON	LETHBRIDGE	WETASKIWIN
REDVERS	" 4, STERLING	DAYSLAND
MANOR	RAYMOND	" 11, STROME
CARLYLE	MAGRATH	SEDGEWICK
ARCOLA	CARDSTON	HARDISTY
	" 5, MacLEOD	





TOURING CAR
\$1,225.00

Hupmobile "32"

F.O.B. Winnipeg.

**Priced as Low as
Quality Will Let it Go**

Hupmobile values for 1913 are better values than ever. Hupmobile successes of the past have been so improved until now no man need pay more than the Hupmobile price for a car that will do all that one may rightfully ask—and do it day in and day out with minimum attention and maximum economy.

Hupmobile

Quality of material, engineering design and high class features that you will find combined only in cars of higher price.

Let us prove this to you by a personal demonstration. It costs you nothing and will really be a great pleasure to us.

Joseph Maw & Company, Ltd.

WINNIPEG

Distributors for Western Canada

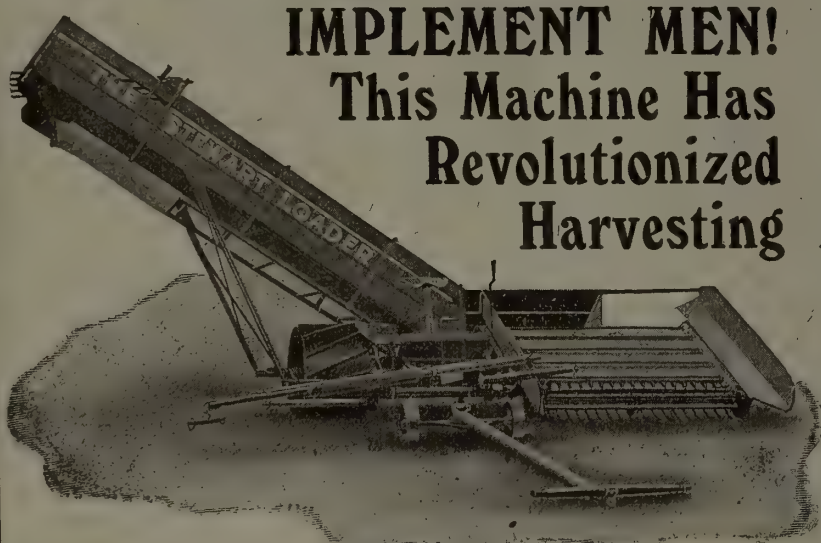
**Best Service at
Lowest Possible Cost**

BEST SYSTEM OF HAIL INSURANCE

WE originated the system of graduated rates for Hail Insurance and introduced it into the West over thirteen years ago. By our plan farmers living in districts with a favorable record secure protection at a lower rate than is charged for localities where hail is of frequent occurrence.

We insure the same men year after year, showing that our plan and methods meet with policyholders' favor. For full information as to our rates and service, write any of the Companies shown above, see one of our 1,500 Local Agents, or Address

INSURANCE AGENCIES LIMITED		
Winnipeg	Regina	Brandon
Edmonton	Saskatoon	Calgary



**IMPLEMENT MEN!
This Machine Has
Revolutionized
Harvesting**

Five Hundred Stewart Sheaf Loaders were placed last year and the demand only partly filled. This year we will market 1,000 having doubled our plant capacity. Agents made big profits last year, handling the

Stewart Sheaf Loader

Our strong advertising campaign all over the West is resulting in enquiries that are easily turned into sales. Each sale involves a substantial turnover and a handsome profit.

Get in touch with us if you want to share in the money making. Booklet sent free upon request.

Stewart Sheaf Loader Company, Limited
804 Trust and Loan Building :: Winnipeg, Man.

The Western "Fence" for the Western "Dealer"



You can recommend our Fence and Gates with thorough confidence.

There is not a better and stronger Fence made in Canada.

It is manufactured from the heaviest and best galvanized wire, every rod of which we **guarantee**.

Write for our price list and illustrated catalogue and see for yourself.

THE GREAT WEST WIRE FENCE CO., LTD.

76-82 Lombard Street WINNIPEG, MANITOBA

Distributing Agencies:

EDMONTON, Alta.: Race, Hunt & Giddy. CALGARY, Alta.: Reynolds & Jackson.

SASKATOON, Sask.: The Plasterers & Builders Supplies Ltd

CANADIAN FARM IMPLEMENTS

VOL. IX., No. 6.

WINNIPEG, CANADA, JUNE, 1913.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents



UNION BANK OF CANADA

Established 1865

HEAD OFFICE - - - WINNIPEG

Paid-up Capital..... \$ 5,000,000
Ret and Undivided Profits..... 3,300,000
Total Assets, over..... 69,000,000

Hon. President—HON JOHN SHARPLES

President—JOHN GALT

Vice-Presidents

WM. PRICE R. T. RILEY

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London, Eng., Branch, 51, Threadneedle Street, E.C.

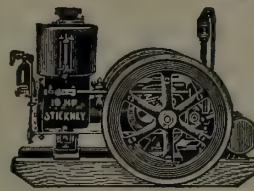
Head Office, Winnipeg

This Bank, having over 290 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg Branch: D. M. NEEVE, Manager; F. J. BOULTON, Assistant Manager.

Stickney Gasoline Engines ARE THE BEST

No. 97

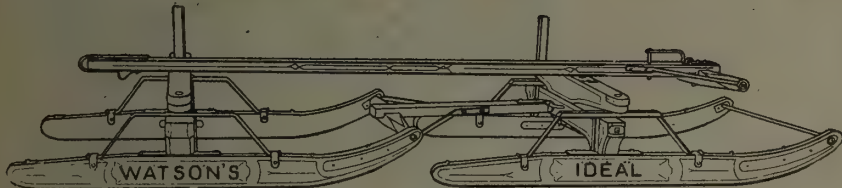


See It

You would not put your weather vane inside the barn where you could not see it--then why put the igniter on an engine where it cannot be examined without getting inside the cylinder. The STICKNEY igniter allows you to see the spark without stopping the engine.

Ontario Wind Engine & Pump Co. Ltd.
TORONTO - WINNIPEG - CALGARY

Watson's Ideal Sleighs



Strong:—More and heavier steel is used for rods, braces, raves, etc., than on other makes.
Durable:—Only the best seasoned and straight-grained wood is used for runners, benches, poles, etc.

Cast Shoes:—Of a special patented design of our own, greatly superior to any other.

Well Finished:—Painting, stripping, varnishing done thoroughly and attractively.

Light Running:—Runners are shaped so that the point of contact is directly under bench. They will ride on top of road. No skidding.

Having patent trussed bench—will not sag or break.

Shipments made from Factory: Winnipeg, Brandon, Saskatoon, Regina, and Calgary.

Made in all sizes, steel and cast shoeing. Note the trussed bench, an exclusive feature on the Watson Sleigh. They are made of first class material throughout and are heavily ironed.

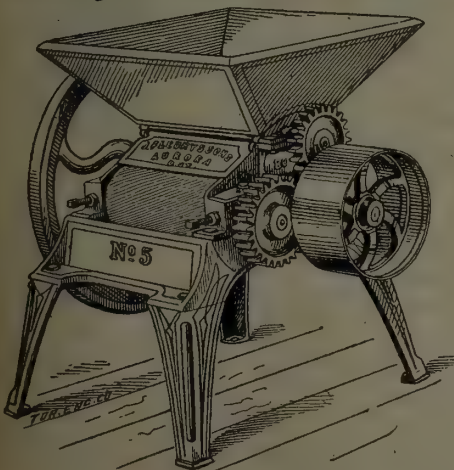
Light Sleighs for One or Two Horses.
All Styles of Heider Eveners.

THE MOST PROFITABLE LINE YOU CAN HANDLE.
WRITE FOR FULL PARTICULARS AND TERMS.

John Watson Mfg. Co.
LIMITED

COR. CHAMBERS ST. AND HENRY AVE., WINNIPEG

Why Waste Expensive Feed?



If you have **FOUR OR MORE HORSES** you are losing—wasting—your grain if you do not crush it or roll it. A **Roller Crusher** may be run **BY 2 or 4 or LARGER** Horse Power, Gas or Steam Engine, Windmill, Sweep or Tread Power. Will last **YEARS** without **ONE CENT** of expense. Can you **AFFORD TO BE WITHOUT** such a Machine? Ask any information—pleased to have you write us.

JOHN DEERE PLOW CO. Ltd.

Sole Agents

Winnipeg, Regina, Calgary,
Edmonton, Saskatoon

J. FLEURY'S SONS

Aurora, Ontario

Medals and Diplomas at World's
Fairs, Chicago and Paris.

FIRE - - - - - HAIL

The

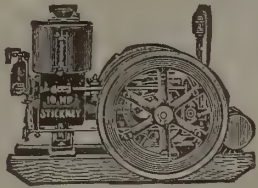
Canada National Insurance Company

Authorized Capital \$500,000
(Full Government Deposit)

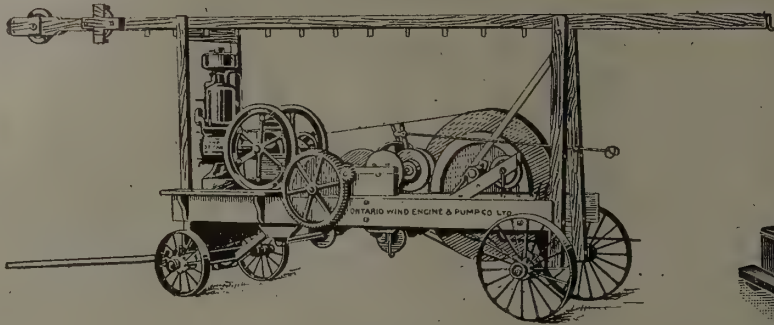
Head Office - - - SASKATOON, Sask.

E. J. MEILICKE, Pres. Hon. W. C. SUTHERLAND, Vice-Pres.

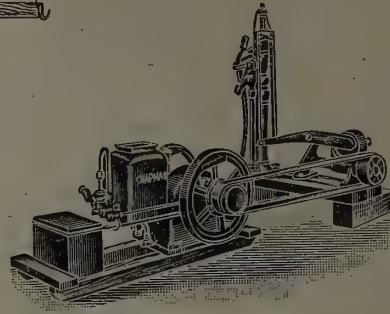
C. W. BOLTON, Managing-Director.



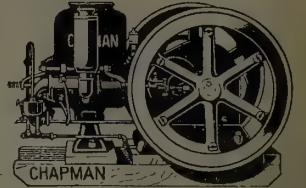
STICKNEY



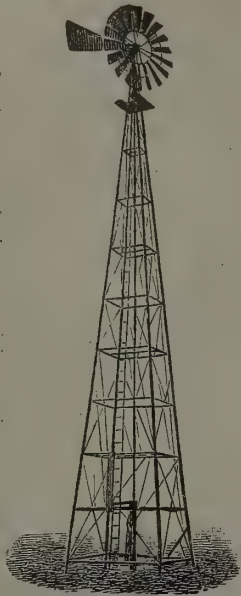
CHAPMAN WELL DRILL



CHAPMAN PUMPING OUTFIT



CHAPMAN



TORONTO

Merchants Money is tight, but the Country's Credit was never better.

Your Customers must have certain machines; their credit is good. Let us assist you in making "Hay while the Sun shines." The O. W. E. & P. Company will hold the bag.

Write us to-day for our GASOLINE ENGINE, WELL DRILL, SCALE, PUMP, GRINDER and WIND MILL CATALOGUES, PRICES AND DISCOUNTS.

Ontario Wind Engine & Pump Co., Limited

Montreal Toronto Winnipeg Calgary



TORONTO

THE OLIVER



How the Oliver Plow Grew

You know that your most useful knowledge of farming is that gained through experience. You also know that the knowledge you secure from one year's work helps you to get better results the following year. The accumulating experience that comes to you from your successes and failures, teaches you what to do and what to avoid.

As in farming, experience is an important factor in the building of a successful plow. It takes the accumulated experience of years of successful plow building to produce the kind of a plow you need.

The plow you want is not the result of a sudden flash of genius—it is one that has had a gradual growth from a small beginning, through many seasons of experiences, additions and improvements, until at last the result is the plow that does the work as you want it done. This in brief describes the Oliver Plow for 1913.

The Oliver Tractor Gang is the result of fifty-eight (58) years of successful-plow-building experience. It is the kind of a plow one would naturally select for the hard work of the Western Canadian prairies.

It has the material in it, and is so constructed that there is no danger of it springing out of shape under heavy ground conditions. That is the kind of work it was built for, and what it can be relied upon to do.

Write the branch nearest you and find out why the Oliver is the most satisfactory plow to sell.

International Harvester Company of Canada, Ltd.

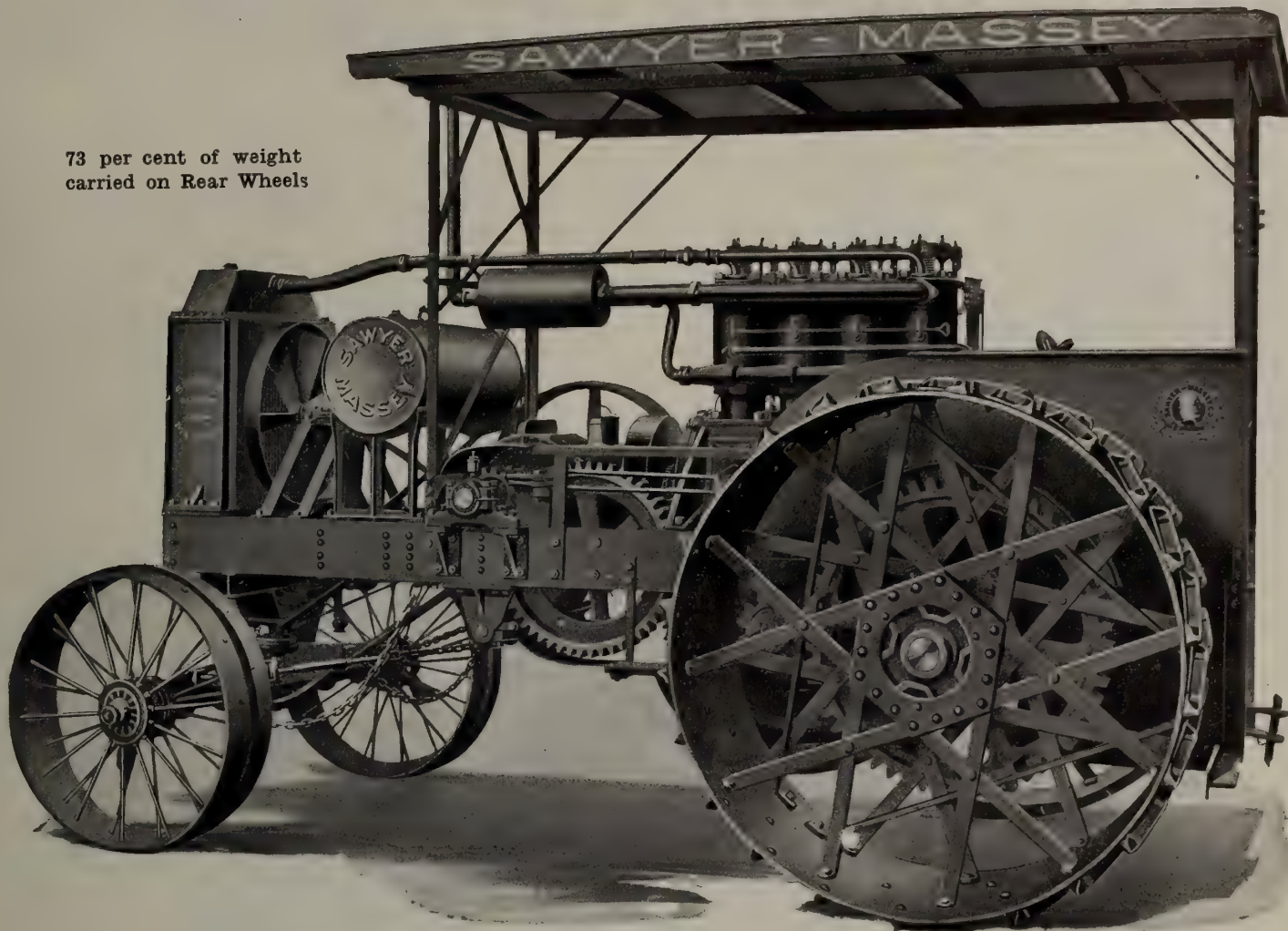
WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

The Premier Company

The Premier Goods

73 per cent of weight
carried on Rear Wheels



Sawyer-Massey Gas Tractor—Left View

25-45 Horse Power

Satisfaction the Basis of Prosperity

Only by selling Machinery which gives satisfaction and makes permanent customers can an implement dealer build up a permanent prosperous business.

SAWYER-MASSEY Steam and Gas Tractors will make friends and permanent customers for you, for they have won a name throughout Canada for efficiency and service. We have been building Farm Power Machinery for 77 years and every year has increased the **SAWYER-MASSEY** reputation.

The **SAWYER-MASSEY** Line is complete—Steam and Gas Tractors, Threshers of all sizes, Portable Engines, Clover Hullers, Road Making Machinery and Portable Saw Mills. Every user of Farm Power Machinery is a **SAWYER-MASSEY** prospect.

WRITE FOR OUR ILLUSTRATED CATALOGUE

Sawyer - Massey Company, Limited

Builders of Steam and Gas Traction Engines, Threshers, and Road Making Machinery

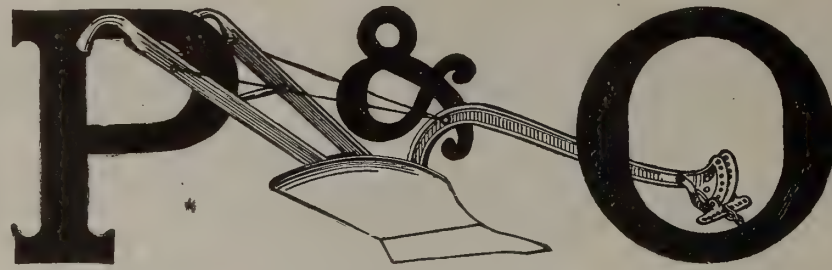
Head Office and Factory

Hamilton, Ontario, Can.

Branches and Warehouses:

WINNIPEG, Manitoba and REGINA, Saskatchewan

SAWYER~MASSEY



MOGUL AUTOMATIC LIFT ENGINE PLOW

Has an absolutely accurate power-lifting device



The P. & O. Junior Engine Plow is the finest Engine Plow of its kind ever built. It is made in three and four furrow sizes, the bottoms being operated by one lever, with an auxiliary lever for leveling, after the bottoms are in the ground. It is made extra heavy and strong throughout and is recommended for heavy soil and deepest plowing.

Our line of Engine Plows is complete. No matter what your soil conditions are, you can get a P. & O. outfit that will meet them perfectly. Our Mogul Engine Plows (hand lift) are made in 5, 6, 8, 10 and 12 bottom sizes. No plow ever built has met with such immediate and universal success as the Mogul.

Our Disc Engine Plows are made in two sizes, with four and six discs, and extra strong and heavy. They are regularly equipped with 26-inch discs, but 24-inch can be furnished.

We will be glad to furnish complete information on any implement we make.

We make a complete line of Sulky, Gang and Engine Plows. For those who do not demand a large power outfit we recommend our three-furrow DIAMOND GANG. Remember that our unqualified guarantee stands back of every implement in our line.

INTERNATIONAL HARVESTER CO. OF CANADA, LIMITED

SALES AGENTS FOR CANADA.

After having put our new Mogul Automatic Lift Engine Plow to the most rigid field tests, we offer it to the trade with the utmost confidence in its ability to fill the requirements of the man who wants a one-man power-lift outfit.

Two ropes extend from the trip levers on the plow to any point on the engine convenient to the operator. A slight pull on one of these ropes when the plow reaches the desired position, throws the clutch into engagement and the plows drop into the ground one at a time, being so timed that they all go into the ground on a straight line at right angles to the furrows.

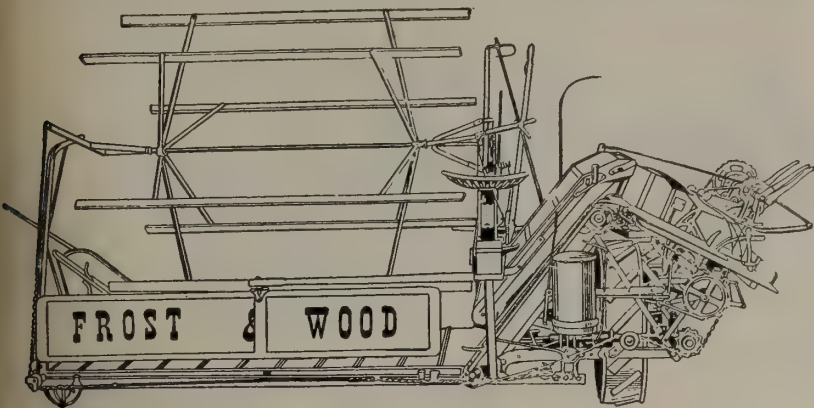
One of the most important features on this plow is the fact that it combines the advantages of the independent lever hand-lift feature with the power lift, which permits the raising of any

one of the levers without raising all of them. This means that if the ground is wet and sticky so that the engine becomes stalled, one or more of the bottoms can be raised and allowed to trail, without removing them from the plow. It also means that the depth or suck of any bottom can be changed instantly. In fact the new plow embraces all of the most essential features of our regular Mogul, and those who have seen it operate declare it to be the smoothest thing they have ever seen in engine plows.

Write for complete information, which we will gladly furnish.

Made in 4, 5 and 6 furrow sizes.





Frost and Wood Binders

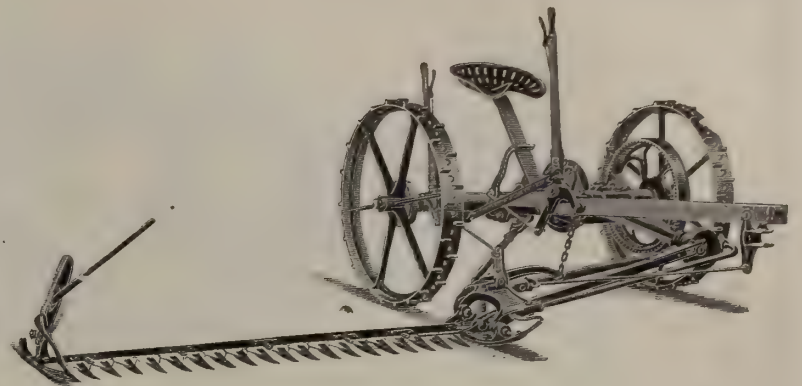
The result of 72 years of experience and research. It is a fast cutter, and a grain saver,—the ideal combination for any farm.

The use of roller bearings make it speedy, and easy for horses. The power-saving long-spoke sprocket drive for the knotter, compresses and ties the sheaf by added leverage, instead of by directly increased power. The Binder maintains high and steady forward speed instead of going fast and slow alternately as each sheaf demands extra power for the tie. This binder is easy to tilt, due to perfect balancing.

The wide range of Reel positions make it possible to lay all kinds of grain, long, short, or tangled, evenly on the platform, so as to make a nice sheaf.

Three rollers in the top elevator canvas make the force feed, this is an exclusive feature on Frost & Wood Binders.

The simple knotter, the aligned main frame containing gear shafts and bearings, the strong main wheel, the tie by leverage, and the grain saving force feed elevator are all advantages that give Frost & Wood Binders a reputation for durability and sterling worth.



Frost and Wood Mowers

Seventy-two years of knowledge of what a Mower should be are built into Frost & Wood Mowers and you get the benefit in service. It always cuts. It is so constructed that there can be no slipping of cogs and wearing of teeth on gears, because both gears are turning in the same direction, and as soon as you start the team the knives start cutting. There is no lost motion, no jerks. The action is immediate.

Cutter bar never chokes. All the power practically goes into making the cut, because the pinion shaft and transmission shafts that lead to the pitman are rigidly held in a one-piece main frame in perfect alignment.

Note the wide bearings for the cross shaft—part of the main frame. No possibility of springing or getting out of alignment.

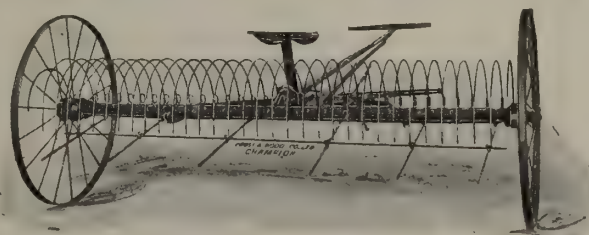
A foot lift for ant hills lifts the knife and cutter bar clear for the full length of bar without effort, the team is not stopped nor are the hands taken from the reins.

Perfect mower action throughout. It covers the ground.

The Make That Standardizes ALL Others

For over 70 years Frost & Wood Farm Implements have been satisfying the farmers of this country by the quality and splendid workmanship that is put into them. We maintain and increase our sales every year. The dealer who takes the Agency for Frost & Wood Implements falls heir to the big profits accruing from the goodwill of the farmer toward Frost & Wood Machinery.

Sell
FROST & WOOD
Implements



Be a
COCKSHUTT
Dealer

FROST & WOOD RAKE

There is no equal to this rake in Canada. If you are in need of a rake, see this one and order early.

Made almost entirely of steel and is therefore very strong and light. It has a strong metal socketed, angle steel tooth bar, and large steel wheels, with wide staggered spokes set in hubs with wide bearings.

Teeth cannot sink at centre. Clean raking is the result. Truss prevents sinking. Teeth are made from a special quality of spring steel, tempered thoroughly to stand all strains. Teeth keep in line, metal sockets preserve position of teeth.

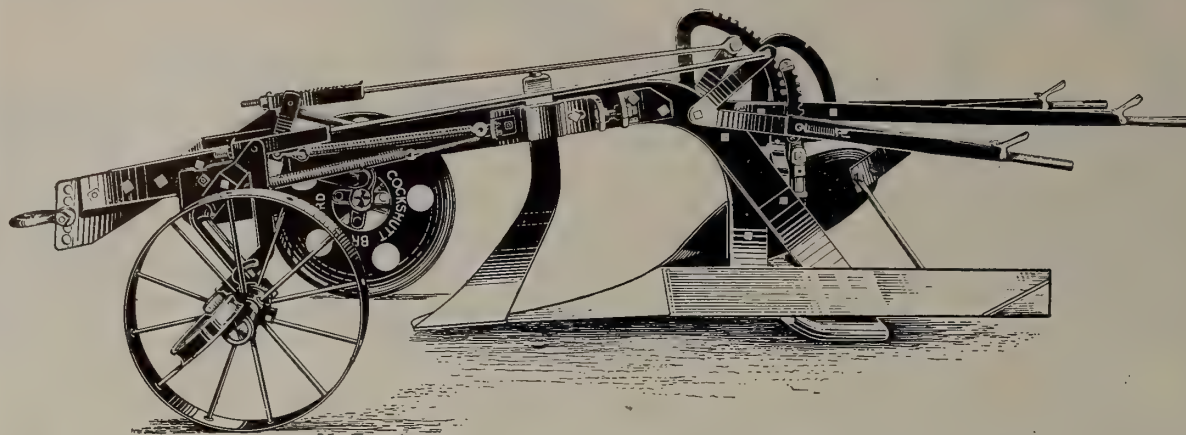
Big wheels allow high lift. Note the high clearance under axle. No better Rake made for bunching. It will last a lifetime.

Write for our Catalogue and go over the whole line of Farm Implements. We know we have just what you want.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.



NEW FEATURES

that save time
and give you

Better Results

Cockshutt Engine Scrub Breaker

An improvement over any Brush Breaker now on the market. Read this advertisement, then see one, and place your order early.

There is three inches more clearance under the beam---a valuable feature when working in heavy brush.

The shares are made thicker and stronger to stand the heavy work. Note the heavy construction throughout. This Brush Breaker is built to do good work in the heaviest and roughest land.

The furrow wheel is set at an angle, obviating any tendency to climb the furrow. This also allows more clearance between the wheel and the mouldboard for getting away brush.

Makes Heavy Work Easy

The levers are spring balanced, making easy control of the wheels in entering and leaving the furrow.

In addition to the regular levers there is a third one by which the rear end of the plow can be instantly raised on a shoe for transportation. This shoe is on a swivel and swings around, allowing the plow to freely follow the tractor. When starting the furrow this shoe is quickly thrown up clear of the ground with the lever. A very handy arrangement and a time saver, no heavy lifting or loss of time, simply pull the third spring-balanced lever.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. IX., No. 6

WINNIPEG, CANADA, JUNE, 1913.

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Per Copy, 10c

Winnipeg Board of Trade: Address by Retiring President Mott

There are many men who argue that he who wastes time, energy and intellect upon public or municipal affairs is conducting a short-sighted policy. They contend that a man finds sufficient stress and strain at the present day in the doing of the daily task, the surmounting of the difficulties met with in the ordinary course of business. Such a view it is hard to sympathize with, and one cannot but admire the men who with no other end in view but the ultimate betterment of their particular community, spend time and thought in public or municipal affairs. Such men do more, infinitely more, for the development of a country, a city, and a community, than do the men who finish the day's work and then live solely unto themselves—usually conducting by proxy the affairs of state, city and community from the comfortable battlefield of a hammock on the verandah of their homes. Were Western Canada completely composed of such individuals we fear that she would be twenty years behind her present progressive position among the nations; yet in city councils, boards of trade, publicity committees, etc., we find men who unselfishly give their energies to the development of their particular community—and such men are as truly extending the frontiers of the Empire as did the trail-breakers of the past.

On Tuesday, May 13th, the Winnipeg Board of Trade held their annual meeting in the Industrial Bureau, dealing with the reports of the past year and the election of officers for the coming year. The following officials were elected: President, John Stovel; vice-pres., M. F. Christie; secy., C. N. Bell; treasurer, A. L. Johnston.

The main feature of the meeting was the address of the retiring president, Mr. E. A. Mott, who is well known to members of the implement fraternity as a director and Western manager of the Cockshutt Plow Company. We take this opportunity of giving a few excerpts from his retiring address, which should prove of vital interest to our readers as being connected with the development of Western Canada as a whole. He said:

"Gentlemen:

The remarkable era of expansion and prosperity which Canada has been enjoying for some time was very clearly indicated by the continued activity and progress in all lines of trade and commerce, during the past year. That Winnipeg has reaped its share of the general prosperity of the country is abundantly evidenced on all sides, and is amply borne out by the substantial progress shown in every field of commercial and industrial life.

"The record of the bank clearings is always looked upon as a trade barometer, indicating the commercial and financial growth and progress of the community. The clearings at Winnipeg for the year 1912 reached a total of \$1,537,817,524, which is an increase of nearly \$400,000,000 over the previous year, and is just about

double the amount of the clearings of three years ago.

Growth of Winnipeg

"The city's rapid growth during the past year is well illustrated in the value of its building permits, which amounted to the sum of \$20,563,750 for the year, as compared with \$17,715,650 for the previous year.

"The realty assessment for the current year totals \$259,000,000, as compared with last year's assessment of \$214,000,000, showing an increase of \$45,000,000.

"The steady and substantial growth in Winnipeg's manufacturing industries is a most encouraging feature. According to the latest obtainable figures, it is conservatively estimated that there are 350 industrial establishments now turning out manufactured goods in this city, over 60 of these being

established during the past year, the whole giving employment to eighteen thousand hands with a pay roll of about a million dollars per month. The value of the present annual output of Winnipeg's factories is estimated at \$50,000,000."

Mr. Mott then commented on the great railway development during the past year, showing an extension of 1,176 miles of steel for the 12 months. The railway mileage now existent between

Port Arthur and the Pacific reaches a total of 13,560, and we are within measurable distance of the day when three transcontinental railroads shall join the gray surges of the North Atlantic with the sunset-kissed waters of the Pacific. From these will spring the arteries of progress, a network of railroads that carry the blood of progress and development all over our Canadian West. Referring to grain storage, Mr. Mott said:

"The grain storage capacity, Port Arthur, Fort William and the west, including the interior, at the close of 1912 reached a total of about 96,560,000 bushels. Since January 1, 1912, the terminal capacity at the head of the lakes has already been increased by 5,000,000 bushels. Additional elevators and extensions of existing houses having a total capacity of 13,000,000 bushels will be built this year, according to present arrangements. With an increase in the storage capacity for 1913 of 18,000,000 bushels the added storage capacity at the head of the lakes over 1912 will be about 20 per cent."

Immigration

During the last twelve months Canada has absorbed 402,000 immigrants, as compared with 354,237 for the previous year—an increase 47,763. Of these 180,000 came from the United Kingdom, 110,000 from the United States.

Agriculture

"The crop statistics for Manitoba, Saskatchewan and Alberta give a total yield of 453,384,000 bushels of grain for the year 1912, including 183,322,000 wheat, 221,857,000 oats, 26,671,000 barley, and 21,534,000 flax.

"In many parts of this country



E. A. Mott

the soil is being impoverished by continuous grain crops and with the effect of reducing the yield per acre. The growing of alfalfa is most strongly advocated by the provincial department of agriculture and leading successful farmers, it having been clearly demonstrated that alfalfa can be grown successfully in these western provinces.

Good Roads

"The great importance of the construction of permanent roads and the improvement of our main highways is now being more fully recognized. The recent act passed by the Manitoba legislature providing for direct aid and assistance by guaranteed debentures is commendable, and has already stimulated interest and activity in this direction in many of the rural municipalities.

Express Rates

"The recent order issued by the railway companies requiring a reduction of 20 per cent. in the present express rates in Western Canada was very welcome news to western people. The reduced rates will effect a considerable saving to the consumer in all classes of express merchandise and particularly on perishable articles, such as fruit. They may also encourage express shipments of foodstuffs from country points to the larger centres of population.

Commercial Education

"The very evident need of a more thorough and practical preparation and training of the boys who may desire to follow a commercial career is a problem worthy of the serious attention and study of this board. You will be asked to consider the appointment of a committee on

commercial education whose duty it will be to carefully study this question in all its phases, including the essential educational requirements and the best means of improving this condition.

Concluding Remarks

"I wish in closing to thank the members for the expression of their confidence and the honor conferred upon me in my election to the presidency of your board. It is an inspiration to be associated with men of wide vision, who are unselfishly devoting a great deal of their time and energy, not only to the commercial advancement of this community, but also to the broad, general interests of this great western country, of which we are all so justly proud."

Selling Implements in France

In a recent U.S. Consular report, Consul Hurst, Lyons, France, gives some interesting data regarding the methods employed by machine companies in marketing implements and farm machinery in rural France. By fair business methods, and readiness to meet local requirements, the prestige of American agricultural machinery seems to be valiantly upheld in France. In his report the Consul says:

"The sale of agricultural machinery in this neighborhood is well worthy of separate notice, not only on account of the increasing sales, but for the thoroughly up-to-date business policy employed in developing the local territory. When one considers that an American company establishes itself in this country and becomes incorporated under French laws, one finds that it possesses all the legal rights and

privileges of a domestic company, standing on absolutely the same footing, but with its own standard and its own class of goods to meet the wants of local agriculturists. Some idea of the magnitude of the turnover may be gathered from the fact that the amount of stock, while varying continually, runs as high as \$500,000 worth at the height of the season. And the business is only in its incipency.

"A careful study of the methods and policy of such an undertaking will be helpful to other firms desirous of extending their trade in this market. One leading feature is in the service of supplies and prompt delivery of the buyer. During the winter months the majority of the stock is brought at low-priced freight by water, on canal or river, from seaport and other warehouses, while in the busy season the supplies are transported by rail. Private tracks connect the local warehouses with the main railroad lines, so that there is no delay in receiving incoming goods, and all outgoing shipments can be loaded directly from the warehouse into the cars. The necessity of carrying a complete assortment of spare parts is of primary importance, as the breaking of even a minor piece of a harvesting machine, for instance, is likely to put it out of commission at a time when the farmer needs it most. A delay caused by waiting for a piece to arrive would in all likelihood kill any chance of a future sale in the locality in question. The Lyons agency has some 20,000 spare parts, each one being numbered and listed, with the result that any broken piece can be replaced at once. Parts of old-style machines, sold a decade ago, are as conscientiously kept in

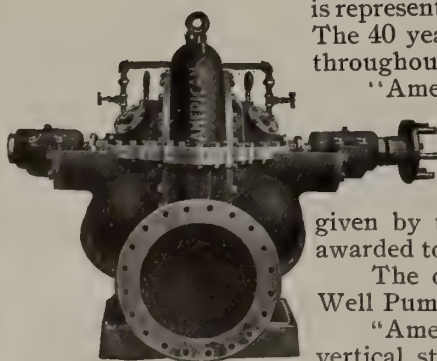
stock as parts of the newest models offered today. This high-class business policy brings its own reward.

"The special requirements of even the small buyers are scrupulously recognized. When it was found that farmers here and there were hesitant about taking a binder that had not already been completely assembled, a special department was provided at the agency's place of business for assembling these machines, when so desired, prior to shipment. A binder can now be fully assembled and run into a car standing near on a specially constructed platform, for delivery to the rural purchaser. Some of the peasant farmers said that a grindstone should be provided with each harvesting machine. The company did not refuse, discuss the matter or offer to sell grinders, but at once bought a stock of good grinders, and now supplies one with each machine. This manifest desire to meet the wishes of customers has gone far to establish the popularity of these particular American goods in the district. The agency does not sell direct to the farmers. Its travellers, familiar with the local territory, designate suitable men in the various towns and villages of the farming districts. These subagents, often better appreciating the needs of their immediate neighborhood, are of more value in their particular localities than a travelling salesman."

A New Motor Fuel

The Standard Oil Co., of Whiting, Ind., has put upon the market a new fuel known as motor spirit, which fuel is specially intended for motor trucks, traction

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

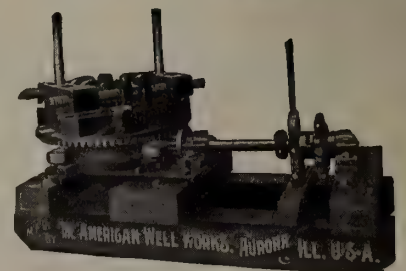
"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A.

Chicago Office, First National Bank Building



engines, stationary engines, etc., rather than for passenger vehicles. This new fuel has a specific gravity of 56 to 57 degrees Baume, which is slightly less than that of commercial gasoline. It will sell at 3 cents per gallon less than gasoline, and is claimed to have 25 per cent increased efficiency. In the process of manufacture it differs somewhat from gasoline, in that distilling is carried on in temperatures from 600 to 850 degrees F., and under pressures of 4 to 5 atmospheres. It is made from fuel oil, which is the residue remaining from crude oil after gasoline, kerosene, lubricating oils, paraffins, etc., are distilled from the crude oil. By the process of refining it is possible to get a greater quantity of the new fuel

from the crude than was possible with gasoline, in fact the same supply of crude oil will give double the quantity of the new spirit compared with the yield of gasoline.

The Standard Oil Co. have thoroughly tried motor spirit on their trucks and passenger cars, and find that no changes are necessary to the carburetor excepting the adjustment to give an additional supply of air. There is a slight lightly colored smoky exhaust, not nearly so common as that from burning oil, which is a heavy blue. Being heavier than gasoline, motor spirit is slightly more difficult to start with, but the carbon deposit is no more marked than in the case of the lighter fuel. The deposit, moreover, is very soft and easily re-

moved by kerosene. A great many truck and heavy vehicle owners in Chicago have used this new fuel with great success, and report no difficulty with it. The only respect in which the new fuel is objectionable is because of its pungent odor.

Luck

Luck is of our own making. Luck means rising at six in the morning, living on one dollar a day if you make two, minding your own business, and not meddling with other people's. Luck means the hardships and privations which you have not hesitated to endure; the long nights you have devoted to work. Luck means the appointments you have

never failed to keep; the trains you have never failed to catch. Luck means trusting in God and your own resources—a religion whose motto is: "Help yourself, and Heaven will help you." Luck comes to them who help themselves and know how to wait.

Max O'Rell.

Moisture in Butter

A high moisture content is not an adulteration in butter. Water is a natural part of butter, and compares very favorably with the water content of other food materials. Butter is eaten more as a relish than for the actual food constituents it contains, and it is well known that butter containing from fourteen to sixteen per

John Deere Plow Co.

The Deere Factories and What They Make

- Deere & Company, Moline, Illinois**
Steel Plows, Cultivators and Harrows
- Deere & Mansur Co., Moline, Illinois**
Corn Planters, Disc Harrows and Beet Tools
- John Deere Wagon Co., Moline, Illinois**
Farm and Mountain Wagons and Teaming Gears
- Marseilles Company, East Moline, Illinois**
Shellers, Portable Elevators, Wagon Dumps and Spreaders
- Davenport Wagon Co., Davenport, Iowa**
Steel, Roller Bearing Wagons
- Dain Mfg. Company, Ottumwa, Iowa**
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses
- Dain Mfg. Company, Welland, Ont.**
Hay Tools and Spreaders for the Canadian Trade
- Van Brunt Mfg. Co., Horicon, Wis.**
Grain Drills and Seeders of all kinds
- Syracuse Chilled Plow Co., Syracuse, N. Y.**
Full Line Chilled Plows and Spring Tooth Harrows
- Fort Smith Wagon Co., Fort Smith, Ark.**
Wagons for South and West

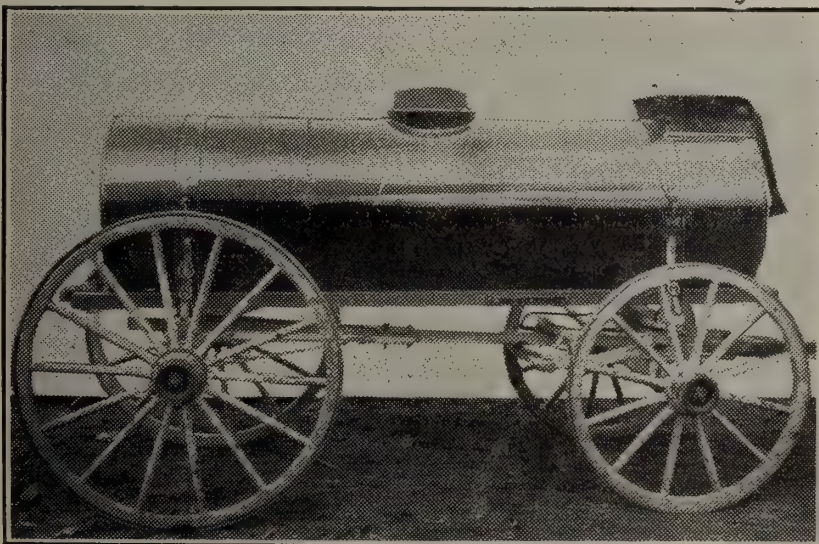


*The Trade Mark of Quality Made
Famous by Good Implements*

The Sales Organization

- Deere & Webber Co., Minneapolis, Minn.
- John Deere Plow Company, Moline, Illinois
- John Deere Plow Company, Omaha, Nebraska
- John Deere Plow Company, Sioux Falls, S. Dak.
- John Deere Plow Company, Kansas City, Mo.
- John Deere Plow Company, Oklahoma City, Okla.
- John Deere Plow Company, Denver, Colorado
- John Deere Plow Company, St. Louis, Missouri
- John Deere Plow Company, New Orleans, Louisiana
- John Deere Plow Company, Nashville, Tenn.
- John Deere Plow Company, Atlanta, Ga.
- John Deere Plow Company, Dallas, Texas
- John Deere Plow Company, Portland, Ore.
- John Deere Plow Company, Spokane, Wash.
- John Deere Plow Company, Boise, Idaho
- John Deere Plow Company, San Francisco, Cal.
- John Deere Plow Company, Indianapolis, Ind.
- John Deere Plow Company, Columbus, Ohio
- John Deere Plow Company, Baltimore, Md.
- John Deere Plow Company, Syracuse, N. Y.
- John Deere Plow Company, Des Moines, Iowa
- John Deere Plow Company, Milwaukee, Wis.
- John Deere Plow Company, Ltd., Winnipeg, Man.
- John Deere Plow Company, Ltd., Saskatoon, Sask.
- John Deere Plow Company, Ltd., Regina, Sask.
- John Deere Plow Company, Ltd., Calgary, Alta.
- John Deere Plow Company, Ltd., Edmonton, Alta.
- John Deere Plow Company, Ltd., Lethbridge, Alta.
- John Deere Export Company, New York, N. Y.
- Con. Wagon and Machine Co., Salt Lake City, Utah
- Bristol & Gale Company, Chicago, Illinois

A FULL LINE OF FARM IMPLEMENTS



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks that Sell!

We are Specialists in the construction of Steel Storage and Wagon Tanks, whether for Water, Oil or Gasoline. Our

Western Standard Tanks

are the last word in Sheet Steel Tank construction.

Our prices and discounts mean money to the dealer who handles our line.

Come and see us when in Town or write for our proposition to dealers.

RED RIVER METAL COMPANY, WINNIPEG 51-53 AIKINS STREET

cent water is just as relishing and palatable as that containing eight or ten per cent water, providing it has been properly incorporated. Nor is it possible to distinguish by ordinary means of judging between a good grade of butter having a high moisture content and another having a small amount of water.

"Leaky" butter contains a large amount of free water, which appears as large drops held in pockets through the butter. Such butter will not really contain so much moisture as some that appears dull and dry. Even though a leaky butter does not contain an excess of moisture, it is an undesirable condition, and consumers object to it.

The amount of water incorporated depends upon several conditions, most of which are under the control of the maker. The higher the temperature of the cream and wash water, the greater will be the amount of water gotten into the butter. Butter churned at a high temperature will retain its moisture which will not be so easily pressed out during the working process. However, if the moisture is too high, the body of the butter will be spoiled, and the loss of fat in the buttermilk will be greater. So

temperature itself is not so good a means of control as other conditions.

The Value of Milk Records.

We are glad to note that a movement is on foot towards a more universal adoption of milk records.

This movement has our heartiest approval, as we are convinced that in a large number of cases very unprofitable cows are kept in many dairies. If a farmer can increase his yield per cow by only 100 gallons per annum, it means a considerable addition to his income, and greatly adds to the capital value of the herd.

To know with certainty which cows are profitable, and which heifers should be kept to add to the herd from time to time, it is absolutely essential that a milk record should be kept.

For all practical purposes it would suffice to weigh (rather than measure) each cow's milk once a week, and it would be a splendid education for the farmer's son to see this properly carried out.

It is also important to test the milk as regards butter fat,

because it does not necessarily follow that the cow which gives the most milk is the one most profitable to the farmer. The necessary apparatus is not costly, and any farmer who cares to take the trouble can easily carry out the tests.

When this is efficiently performed, a farmer is able to weed out the non-paying cows, and gradually build up a good paying animals, and from these profitable cows he should be able to sell his bulls at good prices to dairy farmers.

Cleanliness in Dairying.

The secret of the production of clean milk is told in a word—cleanliness. If the phrase: "Cleanliness is next to Godliness" applies to anything it does to dairying, for the cleanliness applied to the production of milk is as imperative as is the production of any food product. Let us consider a few of the factors important in the production of clean milk.

Pure clean food should always be provided for the cows. Any food which is in a process of decomposition, fermentation or possesses foul or objectionable odors

will, if it is fed within two hours before milking, taint the milk. Such foods, if fed at all, should be fed immediately after milking. This is true of silage, brewers grains, beet tops and other such fermenting foods. These foods in a process of fermentation of gases are taken into the lungs of the cow, and there pass into the air corpuscles of the blood, which blood is used in the manufacture of milk in the udder. If milking follows immediately after the eating of such food by the cow the milk is sure to possess the tainted odors of the gases of such food. Also these foods continue the fermentation process in the digestive organs of the cow and the odors there are also absorbed into the blood circulation, thus reaching the udder and there tainting the milk produced. By giving such feeds immediately after milking the gases will have been completely absorbed, neutralized and freed from the animals' body before the next milking.

The importance of clean water is also a factor in producing clean milk. A cow producing one and one-half gallons of milk per day will require about five gallons of water and one producing three twice as much. If pure fresh water is applied more of it will be

MAKE MONEY Selling World Renowned EMPIRE

Cream Separators and STA-RITE Gasoline Engines

If you want money—real money—you can make it by selling
EMPIRE Cream Separators and STA-RITE Engines.

No others sell so easily, or give such good service.

Canada is speedily becoming a great dairy country.

Other things fail but dairying does not.

Prices of wheat and other products are uncertain, but prices for dairy products are steadily rising. No wonder the tendency in the Dominion is more and more in the direction of dairy farming.

Dairymen must have separators and engines.

No other separator runs so easily or quietly as the EMPIRE. No other needs so little attention or so few repairs. You know that these features appeal strongly to farmers.

We want energetic agents everywhere.

Write us quickly, then get out your pencil and figure what you can easily make by taking the agency. Agencies are going fast, so ask for agency PROPOSITION NOW.

The Empire Cream Separator Co., Limited

TORONTO

WINNIPEG



taken by the cow, also more milk will be produced and a purer, cleaner milk will be obtained. A pure water supply should be provided, and the cows should not be required to drink from a stagnant, filthy pond.

Butter in Collapsible Tubes

A good deal of interest is being taken in the development of the dairy industry in parts of India and a certain amount of capital has been sunk in it. One of the difficulties in this trade arises from the fact that butter deteriorates quickly when it is exposed to the air at Indian temperatures, and is so fluid that packing is not easy. When a tin is opened the whole of the butter deteriorates rapidly. Having regard to the comparative fluidity of butter at Indian temperatures, it seems possible that it might be packed in collapsible tubes of tin with screw nozzles similar to those in which printing ink, oil paints, and certain ointments are sold. From tubes of this kind as much butter as is required at a time might be expressed. The Director General of Commercial Intelligence (of India) has been in correspondence with the makers of machinery for the manufacture and filling of tubes, and one of them states that such tubes, if containing butter, would have to be made of pure tin, the reason being that the volatile fatty acids present would act upon lead or copper and form poisonous and unsightly compounds. In like manner such parts of the filling machines as are now made of copper would have to be made of porcelain.

Samples, with quotations of the tubes required to pack butter in 1-pound, ½-pound, and ¼-pound (avoirdupois) parcels, have been obtained. Roughly the prices for an order of 2,000 to 5,000 gross, all with screw-off cap, are as follows: 1½ inches by 1¾ inches, \$6.32 per gross; 1¾ inches by 8 inches, \$11.11 per gross; 2¼ inches by 9½ inches, \$19.92 per gross.

Commandments for Clerks

First—Thou shalt not wait for something to turn up, but pull off thy coat and set to work.

Second—Thou shalt not go about thy business looking like a "bum" for thy personal appearance is thy best letter of recommendation.

Third—Thou shalt not try to make excuses, and rebuke those who chide thee.

Fourth—Thou shalt not wait to be told what to do.

Fifth—Thou shalt not fail to maintain thine own integrity, or do anything which will lessen thine own self-respect.

Sixth—Thou shalt not covet another fellow's job, nor his salary, nor the position he gets through hard work.

Seventh—Thou shalt not fail to live within thine own income.

Eighth—Thou shalt not fail to eulogise the wares of thy employer, thereby promoting thine own welfare.

Ninth—Thou shalt not hesitate to say "no" when thou meanest "no."

Tenth—Thou shalt give every man a square deal. This is the last and greatest commandment, and there is none like unto it. Upon it hangs all the law and profits of business.

Ain't It Fine Today?

Sure, this world is full of trouble—
I ain't said it ain't.

Lord! I've had enough, an' double,
Reason for complaint.
Rain an' storm have come to fret me,
Skies were often gray; ;
Thorns an' brambles have beset me
On the road—but say.

What's the use of always weepin'
Makin' trouble last?
What's the use of always keepin'
Thinkin' of the past?
Each must have his tribulation,
Water with his wine.
Life it ain't no celebration,
Trouble? I've had mine—
But today is fine.

It's today that I am livin'
Not a month ago,
Havin' losin', takin', givin',
As time wills it so.
Yesterday a cloud of sorrow
Fell across the way;
It may rain again tomorrow,
It may rain—but say,
Ain't it fine today!

—Exchange.

A Narrow Escape.

A dealer related recently his narrow escape from burning out. He said that he went into the room where his stock of paint is kept, after closing time, and by the merest accident placed his hand on a bunch of waste, and to his surprise it was very hot, almost ready to burst into flame. Upon investigation he found that a clerk had dropped a can of paint one day, and had wiped up the oil with the waste, and carelessly left it on the ledge of shelving back of the counter.

There would probably have been a fire that night, and the cause of it would never have been known.

Most fires are caused by just such carelessness.

DE LAVAL

CREAM SEPARATORS

Are Trade Bringers

Dealers who handle the De Laval invariably enjoy the largest separator sales.

The De Laval gives such splendid satisfaction to the user and is so much better liked and better advertised than any other cream separator that it is by far the easiest separator to sell.



The De Laval agency is a real asset to any dealer.

If you want the best known and the best advertised cream separator on the market write immediately about an agency before your territory is closed.

Big new Cream Separator catalog just out will be gladly mailed upon request.

Other Profitable Lines for De Laval Agents

Silos The silo follows the cream separator.

Canadian cow owners are rapidly coming to see their need of a good silo. More of our Ideal Green Feed Silos are sold in Canada than all other makes combined and you will find the agency profitable.

Dairy Supplies The agent who is selling cream separators and silos might just as well sell his dairy farmer friends their dairy supplies. We carry a very complete line, all of which are listed in our catalog.

Farm Supplies These include cow stanchions, litter carriers, gas engines, platform scales, spraying outfits, barn tanks, and other farm requisites.

Creamery Supplies If there is a creamery in your locality why not get in touch with them and find out what they need. You will find a complete line of creamery supplies listed in our catalog.

Cheese Factory Supplies We carry a complete line and will be very glad to have an opportunity to quote you prices and terms.

It is our policy to carry a complete line of the various machines and supplies required in the dairy field, both in the factory and on the farm, all of which you will find described and illustrated in our various catalogs. If it is made or sold by De Laval you can rest assured that the quality is the very best.

SEND FOR COMPLETE CATALOGS
DE LAVAL DAIRY SUPPLY CO., LIMITED
MONTREAL PETERBORO WINNIPEG VANCOUVER

Probable Rise in Implement Prices

In considering the question of implement prices from the standpoint of the manufacturer it seems that there is considerable ground for the assertion that implements will very probably advance in price. Although tariffs have been lowered considerably in the United States, so far as raw materials are concerned, it is evident that this will make no material reduction on the prices of steel or iron, or anything else that may enter into implement wagon or vehicle construction, says Weekly Implement Trade Journal.

From a recent view by a wood expert it seems that foreign woods will not serve for American manufacturing purposes.

Any reductions in the U.S. tariff on steel and iron need not be expected to indicate any reduction in the price of these commodities, since that country exports in great quantities, and has the prices fixed by the U.S. Steel Corporation. The journal mentioned quotes a few figures, furnished by a well known plow concern, which seems to show that an advance in the wholesale prices of implements may be only reasonable. These figures show the advance in the sort of material used in plow goods since any advance in selling price has been made:

Malleables, \$8 to \$10 per ton advance.

Steel, \$5 to \$7.50 per ton advance.

Wood, \$5 to \$8 per M feet advance.



A View of the Implement Section at Regina.

Sheet steel, \$9 per ton advance.
Bolts and nuts, 25 to 30 per cent advance.

Fuel oil, 50 per cent advance.
Naptha, over 100 per cent advance.

Harrow teeth, \$10 per ton advance.

Harrow discs, \$4 per ton advance.

Wire, \$4 per ton advance.

From such considerable advances in the cost of materials it is easy to understand the position of the manufacturer, and to realize that his task of advancing prices is a virtual necessity. Some manufacturers have already advanced their prices to the trade 5 per cent, and it is probable that others will have to follow their example. It therefore devolves upon the retail dealer to pass on the increase in price, and in this respect dealers make no exorbitant profit at the present time—far less should they have to confront any advance in cost price. They will, therefore, have to adjust their retail prices, so as to eliminate the difference, a proceeding not pleasant to contemplate, but one which will admit of no argument for the man who is not in business for pleasure only.

The Merchant as a Medium.

The fundamental idea that a merchant does render a real, measurable, tangible and important service to the community needs emphasizing.

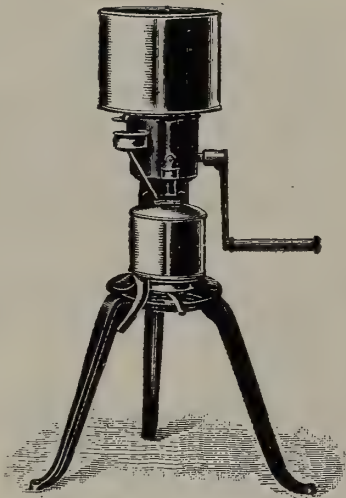
He works for his living—and he is entitled to just wages.

His so-called "profits" are his wages. What other means has he of collecting them?

The truth is that no possible scheme or method of distribution can be advised which will do away with the necessity of storing goods until the consumer needs them—doing exactly what "the middleman" does to-day.

There is no extra expense connected with retail merchandising to-day which is not caused by the exactions and refinements of public demand in the way of service.

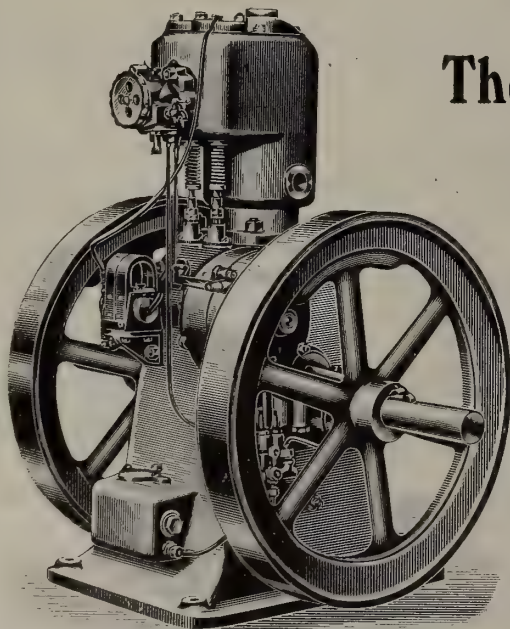
On the other hand, there is no possible economy of service in which the merchants themselves would not willingly co-operate with the public.



MELOTTE Cream Separators

Are Unequalled for
Clean Skimming, Easy Turning,
Easy Washing and Durability
OVER A MILLION IN USE

Best agency contract in the whole of Canada. If we are not represented in your district write us at once. Melotte users are SATISFIED users and bring our agents unlimited business.



The "LISTER" English-Made Gasoline Engine

Is Guaranteed to Give Satisfaction

Most reliable power for Grinding, Cutting, Pulping, Pumping, Sawing, Elevating, Sheep Shearing, Electric Lighting, etc., etc.

NO OUTSIDE LUBRICATORS. Lubrication of the "Lister" is entirely AUTOMATIC. Impossible to over or under lubricate.

NO BATTERY TROUBLES. All Lister engines are fitted with the "Bosch" High Tension Magneto. This enables user to start quickly and easily as an equally intense spark is obtained on turning by hand as when engine is at full speed.

For local agency for Melotte Cream Separators and Lister Gasoline Engines
Apply at once to

R. A. LISTER & CO., Limited

197 Princess Street

WINNIPEG

No Batteries - No Cranking "Simplicity"

FARM ENGINES

Gasoline - Kerosene - Distillate

EASY TO DEMONSTRATE
EASY TO SELL

Your profits are not wasted away in time spent on instruction and repairs because "Simplicity" engines are

Reliable - Economical
Simple - Durable

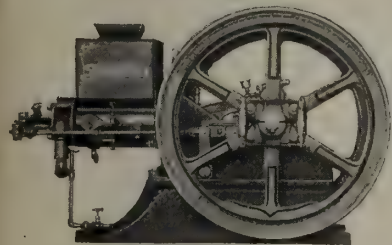
Your customers want an engine that will give power on cheap fuel, an engine that will stand hard knocks; one that is **Always on the Job** ready for work. They want to see the "Simplicity" Built-in Magneto, the most practical improvement ever put on a farm engine.

Full Line of Styles and Sizes
2 to 20 H.P.

Stationary - Skidded - Portable

Write today for particulars on our Advertising and Selling Plan.

TURNER MFG. CO.
Port Washington, Wis., U.S.A.



Jobbers for Central Canada

Wilkinson, Kompass & Hawkey
Limited
Hamilton WINNIPEG Toronto

The public can be served as it chooses. If people want to take a market basket and go to the freight yards, the provision dealers will accommodate them, but I think most of the people recognize the fact that they can make more money by using the same time in other occupations, and hiring the provision merchants to bring the goods from the freight cars and place them within easy reach, or perhaps send them to their doors. The same applies to other goods.

Mufflers Do Not Consume Power

Under the auspices of the Automobile Touring Club of America, a test was made for the purpose of determining the amount of power actually lost through the muffler in a stock motor, and whether such loss was great enough to justify the extended use of the muffler cut-out. The results attained by the test show a remarkably small loss of power through the muffler. This is especially exemplified at 900 revolutions per minute, which corresponds to a car speed of 30 miles per hour on high speed. With the muffler cut-out open and closed, the motor showed a horsepower of 38.5.

The motor used in connection with the test was a 30 horse power stock four-cylinder with a standard muffler. The test is valuable in that it shows that with a well designed muffler the power lost through back pressure will be small.

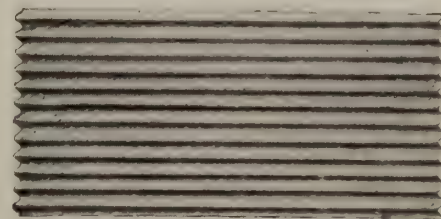
Kerosene is Useful

Not only is kerosene extremely useful as an economic fuel in gas engines, but its usefulness also extends to a great many other fields. For instance, kerosene is of extreme value as a softener of rust, but in the majority of cases where it is used for that purpose it is not given sufficient time to do its work. To rub the kerosene on and immediately wipe it off will do practically no good, but the rust spot must be immersed and the kerosene given time to penetrate. Several hours at least ought to be allowed and if the rust is heavy, all day or all night. This same principle applies where kerosene is applied to a nut rusted on a bolt or stud. Only in this case the oil has to penetrate between metal faces in addition to permeating the film of rust.

CORRUGATED IRON

is the ideal covering for

Barns, Granaries & Implement Sheds



Fire, Lightning, Wind and Weather Proof

Durable as the Building itself
Applied direct to Rafters or Studs

DEALERS AND AGENTS
get handling this line. Write us for
Selling Outfit, Catalogue and
Dealers' Discounts.

There's Money in it for you!

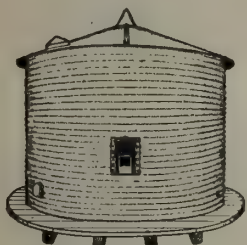


**THE METALLIC
ROOFING CO.**
LIMITED.

MANUFACTURERS.

WINNIPEG, MAN.

Head Office: TORONTO, ONT.



Implement Dealers

Who want to handle the best

Portable Granary

on the market should hook up with us on a special agency basis.

You then handle a granary that has a pedigree which stamps it as a thoroughbred.

Get our literature and proposition at once. Don't delay because the farmers are thinking about granaries now.

Winnipeg Ceiling & Roofing Co. Limited

Manufacturers of Metal Shingles, Sidings
and Corrugated Iron

P.O. Box 2186 B

WINNIPEG, MAN.

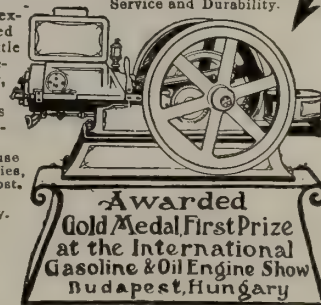
Cheaper Power for Every Purpose

The **WATERLOO BOY GASOLINE ENGINE** will run all day without attention, furnish exactly the power you need, maintain a uniform speed and save you money every hour it works.

Use either Kerosene or Gasoline for fuel—equipped for both at no extra charge.

The recent award of Gold Medal at Budapest, Hungary, in open competition with the best engines of all countries is clinching proof that the **Waterloo Boy** leads the World in Construction, Power, Service and Durability.

Has many important exclusive features—Speed Lever works like throttle on a locomotive; old reliable fly ball governor, automatic feed regulation, open jacket, starts easy in Winter, interchangeable parts, etc. Lowest in price because made in largest quantities, at low manufacturing cost. **Guaranteed 5 Years.** Book free. Write today.



**Awarded
Gold Medal First Prize
at the International
Gasoline & Oil Engine Show
Budapest, Hungary**

Heavy Weight Tractors

pack the ground and injure it, they cannot get around over soft ground and they waste fuel moving useless dead weight.

"Waterloo Boy Caterpillar Type"

Oil Tractors are guaranteed to work on any ground that is in condition to be worked with horses. Mr. Dealer, this is just the tractor you have been looking for, for sure sales.

Ask for New Booklet of **Waterloo Boy Light Weight Caterpillar Type Oil Tractors**, three sizes—15 H. P. and 25 H. P. Double Cylinders and 30 H.P. 4 Cylinders. These Tractors are exceptionally Light Weight. The 30 H. P. weighs less than 9,000 lbs. Practically every part is made of steel.

Engine Gang Plows, Peerless Separators, Traction Engines, Grain Grinders and Power Washing Machines

Agents wanted in districts where we are not represented

BURRIDGE-COOPER CO., Ltd.

Winnipeg, Man.

Regina, Sask.

A Sermon for the Sad

On a wall in a little office hung a card. Who coined the printed words upon its face we know not, yet, as a concentrated sermon to humanity, they are inspired. The words are not staid Shakespearian English, they have no sanctimonious twang or priestly preface—they are, we must admit, sadly lacking in both grammatical polish and literary lustre. Yet they are a sermon to all—they say:

"Don't grunt—do your stunt!"

Philosophy teaches us that life is largely a matter of attitude—which by the way sounds like a machine-made aphorism. Humanity is a mirror, one smile invariably inspires another, and the two smiles breed a sunshine of cheerfulness that will throttle the monster we call trouble. And the smiles build souls that believe that the world is full of good people and kindly—a host that fairly lines life's lane. Your chronic grumbler never goes ahead—for success in any walk of life cannot abide by the pessimist with the continual whine in his heart. Con-

stant complaint warps character, invites derision and disaster—it is the hiss of the serpent discontent and belongs to the vocabulary of the coward. Moreover, the whine shuts out the possibilities of sympathy, for the world is a big one and busy; it does not care a cuss what you think of it or for the troubles that your perverted imagination may create. All nature loves sunshine and men created in the image of God were never given life to grouch in the gloom.

"Don't grunt—do your stunt!"

No man ever hunted for trouble long—it usually meets him three-quarter way. Only a little whimper and you give a signal call for the demon of trouble and distress. To ache to destroy through grouch is to prepare for your own funeral. Most of our ghosts are of tomorrow—born of today, perhaps, but still indistinct and shadowy and without real form other than as clothed in our fears. Psychology says that a ghost is a case of mental appendicitis which can and ought to be cut out with a club. Troubles will come

at all times—unbidden, possibly undeserved—but which we are powerless to prevent. Accept your sorrow with a stout heart; stand erect and add to the world's happiness by a conscious courage. The sky may be clouded, but beyond the clouds are the azure tints of hope and the sun is always shining.

"Don't grunt—do your stunt!"

Stacking Attachment for Binders

Abolishment of the practice of tying grain in bundles while harvesting is proposed by D. M. Graham and E. A. Roach, of Bordulac, N. Dak. They have an attachment in the form of a stack building contrivance, into which the grain when harvested, is allowed to be placed, running directly from the harvester's aprons, so arranged as to carry the grain properly.

This stack building feature is in the form of a box, 8 x 14, and one man is employed there to stack the grain, placing it with the heads toward the middle, the butts sticking out. The seven-foot cut will fill the stacking device in about 120 rods, where the stack is dumped, no further attention being given to it until threshing time, except to provide protection for the central part of the top of the stack.

the design of the engine and the service in which it is employed, the operation of the engine may be entirely prevented, due to spontaneous ignition. The phenomenon of spontaneous ignition (sometimes called pre-ignition or self-ignition) is explained as follows: When the engine is in operation the temperature of the gases in the combustion space during the period of combustion, is sufficiently high to raise the temperature of the carbon deposit to a red heat. The result is that the deposit retains the heat imparted to it during the power stroke, and serves to ignite the new charge of inflammable gas on the following compression stroke. The result is that the ignition of the gas and consequent high explosive pressure occurs while the piston is on the up-stroke, the effect being that the force of the explosion tends to suddenly stop the engine and reverse its direction of rotation. The inertia of the flywheel and momentum of the vehicle are generally sufficient to prevent this reversal, with the result that all of the power-transmitting parts of the engine and vehicle are subjected to undue strains. The continuance of severe pre-ignition will in a short time cause the bearings of the connecting rod and generally the crank shaft bearings to fail.

The Effect of Carbon Deposits

The presence of carbon deposits on the surface of the combustion space of any type of engine is to be avoided, because the radiation of heat to the outside surfaces of the cylinder is retarded. The presence of these deposits causes spontaneous ignition, which is a common source of rapid depreciation of the working parts of an engine, in addition to affecting the economical and quiet operation of the engine. Where the deposits are present in sufficient quantity, depending upon

A Great Load

A recent demonstration of what the motor truck can do is reported from New York, where a huge contractor's truck weighing, without load, 12½ tons, and loaded with a boiler on its trailer. The boiler weighed 23 tons, the total trailer load being 35½ tons. Following on this was a second truck weighing 3½ tons, and loaded with 6 tons of boiler fittings, etc. The entire weight traversed the streets of New York from Nineteenth to Sixty-eighth streets, at about four miles an hour, having no difficulty either in the great weight or control of the mechanism. In order to handle this piece of work in the usual way about twenty horses would have been required, making a very long, awkward procession and blocking cross-street traffic considerably.



TENTS and AWNINGS

SLEEPING and BALCONY CURTAINS

J. PICKLES

312 Hargrave Street, WINNIPEG

Simplest and Strongest Made



The Genuine Gregg Eveners

find a ready sale and yield a good profit. Are you in a position to supply your customers with them? They are made in sizes for two, three, four and five horses abreast, for wagons, manure spreaders, gang, sulky and disc plows, etc. Also five and six horse tandem for gang plows.

If your Jobber can't supply you, write us Ask for Catalogue

Gregg Manufacturing Co., Ltd. Winnipeg, Man.

"If it comes from GREGG it must be well made."



Mr. Dealer

Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order

Brandon Pump & Windmill Works

Brandon Man.



BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000,

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont., Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta., Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

Business will never be free from dishonesty until men are made to see that they are punished by the wrong they do—not for it.

THE DOMINION EXHIBITION

BRANDON - MANITOBA

JULY 15th to 25th, 1913

"CANADA'S GREATEST EXHIBITION"

Enlarged grounds, new buildings, the most beautiful fair grounds in Canada. Large display halls and an ideal location for heavy machinery and threshing outfits

\$50,000 In Prizes
\$20,000 for Speed Events

At the Dominion Exhibition you will meet more men interested in farm machinery than at any other fair in the West. The machinery display will be unique and extensive, while special buildings are erected for small implements, etc.

High-class platform attractions, Aeroplane flights and pyrotechnic displays. Seven days' horse racing, when some of the best blood in America will compete.

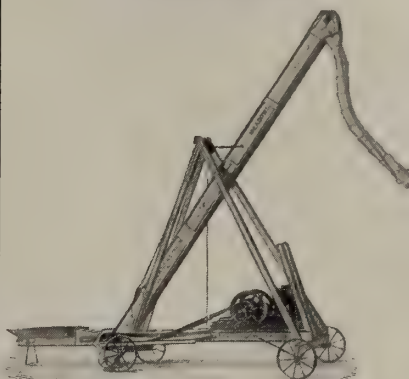
NO DEALER SHOULD BE ABSENT!

P. Payne
President

W. I. Smale
Secretary & Manager

Agents:— Sell The MEADOWS ELEVATOR

You will make Money and give Satisfaction



The Meadows Portable All-Steel Grain Elevator is positively the only elevator on the market equipped with regulated hopper feed device that will not crowd under varied conditions.

The Patented Adjustable Shaft makes elevations possible at any height.

The Engine 2½ h.p. is sufficiently strong to lift grain 18 ft. at the rate of 20 bushels per minute. It is a strong, simple and serviceable engine, easy to operate and inexpensive in upkeep.

It is well placed on the carriage which reduces vibration to a minimum and affords a solid foundation. May be bought with or without engine. The entire equipment is well built and made to last. It performs a labor and money-saving function and once sold in your territory will result in many further sales.

Write today for our agency contract and prove to your satisfaction that the Meadows is a money maker.

HENRY RUSTAD

325 William Ave. Winnipeg

STA-RITE Gasoline Engines Are Worth Looking Into

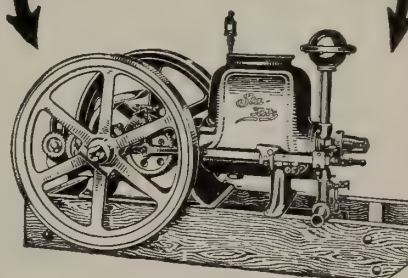
IT'S an engine that sells itself on the strength of its merits and its record. Its eleven exclusive features give you an array of selling points that is almost irresistible.

Our selling plan helps you build up a good business—helps you get prospects and then helps you turn them into buyers.

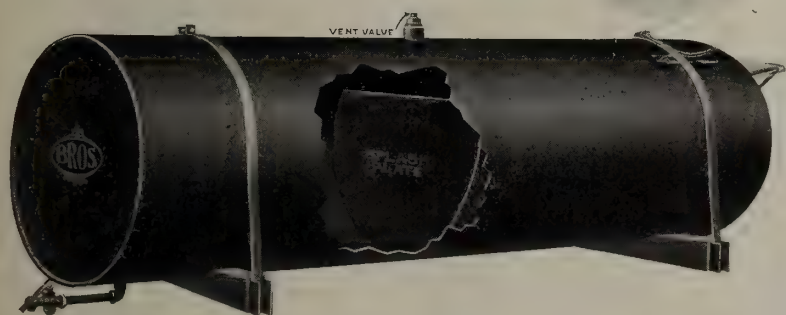
Write for details of our proposition. It's a winner.

Empire Cream Separator Co.

109 King Street Toronto, Ont., Canada
Branches: Winnipeg—Montreal—Sussex



Tanks You Should Handle!



Western Steel Welded Wagon Oil Tank

This Means YOU, Mr Dealer!

You can sell these tanks because their construction will appeal to every customer. Made with a capacity of 400 or 500 gallons, they are light, yet strong.

We guarantee every tank to be made exactly to the standard specifications.

CONSIDER THEIR CONSTRUCTION.

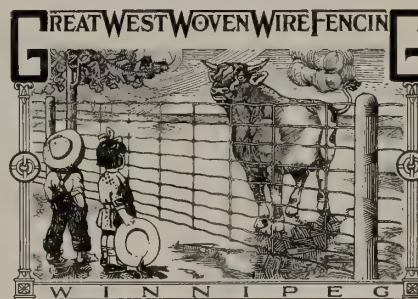
Material: Built throughout of No. 10 and No. 12 black steel. Single compartment tanks equipped with splash plates spot welded. Two and three compartment tanks are divided into compartments of 200 gallons or over, and are provided with splash plates in each compartment. Compartments less than 200 gallons have no splash plates.

Each tank has one pair of Western bolsters, and every compartment is provided with a 1-inch Western lock-up draw-off faucet, also a 2½-inch filling gland and plug. Tanks have seat lugs and irons for foot-rest attachment. Absolutely guaranteed to be made to above specifications.

Write Dept. G for particulars and literature.

The Western Steel & Iron Co., Ltd.
Winnipeg Canada

The Western "Fence" for the Western "Dealer"



You can recommend our Fence and Gates with thorough confidence.

There is not a better and stronger Fence made in Canada.

It is manufactured from the heaviest and best galvanized wire, every rod of which we guarantee.

WRITE FOR OUR
PRICE LIST AND
ILLUSTRATED
CATALOGUE
AND SEE FOR
YOURSELF.



The Great West Wire Fence Co., Ltd.

76-82 Lombard Street

WINNIPEG, MANITOBA

Distributing Agencies:

EDMONTON, Alta.: Race, Hunt & Giddy. CALGARY, Alta.: Reynolds & Jackson.
SASKATOON, Sask.: The Plasterers & Builders Supplies Ltd

Cutting the Cost of Gasoline.

There is no more popular topic among the users of internal combustion engines—be they autoist or farmer—than a means of reducing the cost of gasoline. That fluid continues to rise in price, and little hope seems to exist that its place could be usurped. All who are concerned in internal combustion engines find interest in any invention or device designed to increase the safety of their operation and the reduction of their running cost. Perhaps none of these inventions, mechanical or otherwise, have proved of more interest than has "Herroline"—a new liquid discovered by William H. Herron, of Chicago, and marketed by the Triple Tread Manufacturing Co., Winnipeg.

Herroline is a very highly refined gasoline produced by chemical reaction. It is used in the fuel gasoline of motor cars and gas engines in proportion of one quart to fifty gallons and results in the saving of 30 per cent on gasoline bills. When it is used, a machine will run fifty per cent farther on a gallon of gasoline than it will under ordinary conditions. Herroline costs two and one-half cents a gallon. In short,

the motorist saves from three to four dollars for every dollar's worth of Herroline he uses.

Herroline has been thoroughly tried both by chemists and chemical analysis and in actual service, passing both tests with flying colors. It is not an experiment. Its merit has been proved. It does not harm the motor, but, on the other hand, actually cleans and prevents carbon deposits on spark plugs, cylinders and valves, thereby preventing engine trouble. Herroline should be particularly valuable to all users of gasoline and should help solve the problem of cutting its cost. It is endorsed by many of the foremost automobile makers in England and the United States, and should be a boon to heavy-drive engines as used in truck or tractor.

Facts About Abrasives.

The humble grindstone and the emery wheel, power or hand driven, are most important adjuncts on the farm, and are most profitable commodities for the implement dealer to carry. In considering the production of oilstones and whetstones in America, we find that whetstones have been largely made in New Hampshire, in the United States, although whetstone rock has also

been found in New England and Maine. Oilstone rock is quarried to a considerable extent in New Hampshire, although the largest supplies come from quarries in Arkansas. These quarries reveal the fact that the ancient inhabitants worked them, forming the stone into crude implements. For nearly a century these quarries have yielded the finest grade of oilstones known to the hardware trade.

Ohio is the centre of the grindstone industry. Grindstones are shaped from a tough, gritty sandstone found chiefly in that state, although it also occurs in Michigan, Montana, Wyoming and West Virginia. More than a million dollars' worth of grindstones are sold in the United States each year.

Emery, which is a natural mixture of corundum and magnetite or hematite, comes for the greater part from Asia Minor and the Greek island of Naxos. It is also mined at Chester, Mass., and Peekskill, N.Y. Corundum is now found in Canada, North Carolina, Georgia, Montana and Indiana. Imported emery is brought to America from the Mediterranean as ship ballast. Owing to the low prices at which it is marketed, the

sale of American emery is considerably reduced.

In its native form emery has been known as a valuable abrasive for many centuries, and frequent references to it are made by the ancient Greek writers. In their time it was used as it came from the ground, but now it is pulverized and moulded into wheels.

The rock is broken by crushers, and separated by graduated screens into powder of varying degrees of fineness, or by the process of washing it. This powder is mixed with certain adhesive substances and molded into solid wheels. The binding substances contain the secret of the efficiency and durability of the wheel, and are religiously kept secret by manufacturers of this class of goods. A good emery wheel, mounted on a firm base and run at the correct speed in ratio to its diameter will cut chilled castings quite easily or take the teeth off the hardest of files. Wheels must be run at the correct speed, or otherwise, if run at too great velocities, they may burst owing to the rim strain produced by centrifugal force.

Barnum Outdone.

Munchausen Sniggle thinks it's smart to decorate plain facts with art; he honestly believes it pays to overload his goods with praise.

He never says his paint is good—he has to claim it's fit for food, his carving knives "slip right through the bone," his razors "never need a hone."

His dollar freezer makes ice-cream "no matter if it's packed with steam," his hatchets "really don't need helms—they're so blamed sharp they cut themselves," until to hear Munchausen talk, you'd think his goods could speak and walk.

It makes poor Sniggle very sore to see the people pass his store and buy where no one claims that spades will act as window shades. "I don't see why they go," he'll say, "when I assure them it don't pay—why, if it wasn't so absurd, I'd almost think they doubt my word!"

Necessities.

It takes a little courage
And a little self-control,
And some grim determination
If you want to reach a goal.

It takes a deal of striving,
And a firm and stern set chin,
If selling farm implements
Is the business you are in!

WE WANT YOU TO HAVE OUR 1913 CATALOGUE

WRITE FOR IT

You will find our Stock complete
to meet all your requirements for

Automobile

and

**Gas Engine
Supplies**

John Millen & Son & Urquhart

Limited

84 Princess St.

WINNIPEG

For your purpose - BUY PRUDEN SYSTEM

PORTABLE
OR
PERMANENT
FIREPROOF
BUILDINGS

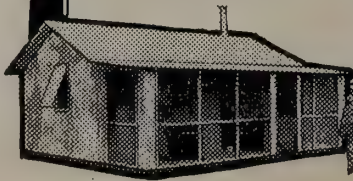
Suitable for
MACHINERY SHELTERS
WAREHOUSES
WORK SHOPS
COTTAGES
GARAGES
STORES, etc.

We are the Originators.

BUY THE BEST

We offer a quantity of
Apollo Best Blom Gal-
vanized Corrugated Roof-
ing and Siding Sheets at
Special Price while this
material lasts. Write for
Quotation.

CANADIAN METAL
SHELTER CO.
359 Portage Avenue,
WINNIPEG



A WONDERFUL
INVENTION

HERROLINE

THE GASOLINE
IMPROVER

Increases the Mileage of Gasoline and keeps Spark Plugs, Cylinders and Valves free from Carbon.

Is a newly discovered method of refining gasoline, and which, when put into gasoline, will greatly increase the efficiency and power of the same, and will render it safer to use. It is the discovery and invention of W. H. Herron, of Chicago, Ill., and is the only product of its kind known to mechanical science that will increase the efficiency, power and mileage of gasoline in an engine, without doing harm to the motors.

HERROLINE is a very highly condensed form of gasoline caused by chemical reaction, and when put into gasoline will cause a chemical reaction on the same, and will cause it to explode faster and stronger in the cylinder, and as a result, much less gas is required to run the engine.

HERROLINE comes to the motoring and mechanical world at a much needed and opportune time, in these days of high priced, low grade fuel, and with the prices steadily advancing, and the quality rapidly decreasing, and the demand for gasoline increasing daily.

HERROLINE FILLS A MUCH FELT WANT and is being used by hundreds of the largest firms in the United States, and since its introduction to the public, slightly over a year ago, has found its way across the border into Canada, where it is rapidly winning favor and popularity with the motoring and engineering public. Nor did it stop there, for it has found its way into the British Islands and Europe, where it is being used and introduced extensively.

We guarantee that **HERROLINE**, when used as directed, will increase the mileage 50 per cent. and increase the efficiency and power of any gasoline engine, motor cycle, motor boat, stationary gas engine or gasoline or kerosene tractor.

HERROLINE will clean all carbon from the cylinders, valves and spark points, keeping them permanently clean, and is worth its whole cost to any motor for that purpose alone.

It sparks much quicker and causes the engine to pick up speed faster, and to run smoother, and with less vibration and noise.

It increases the efficiency and pulling power of the motor.

It lessens the danger of explosion of gasoline in receptacles, and loss by evaporation.

It will increase the cost about 2½c. per gallon in the gasoline and will add about at least 50 per cent. to the mileage.

HERROLINE will increase the durability and life of any motor or gasoline engine, and increase the joys and pleasures of the motorist, by lessening the grinding vibration and by the smooth, silent flexibility it adds to the motor.

Read the following figures and see what others say:

Experience has proven that the average increase in mileage derived from

the use of **HERROLINE** is 60 per cent.; therefore if one quart of **HERROLINE** will treat 160 gallons of gasoline, and the increase is 60 per cent. in mileage, one quart must equal 60 per cent. of 160 gallons of gasoline, which figures out to 96 gallons.

96 gallons gasoline at 30c. per gallon	\$28.80
1 quart of HERROLINE cost	3.50
Saving	25.30

No carbon troubles, greater speed and power, and less vibration, smoke, odor and noise.

IT IS SAVING MONEY FOR HUNDREDS OF USERS, WHY NOT FOR YOUR CUSTOMERS? REMEMBER

HERROLINE is not a mixture, and does not contain anything harmful to a motor.

WE CHALLENGE ANY CHEMIST TO DISPROVE OUR STATEMENTS

HERROLINE was analyzed by the following experts:—J. A. Wesener, Ph.C.M.D., Chemist for the Columbus Laboratories, Chicago, Ill.; W. E. Johnston, Ph.C.M.D., Chemist for the Illinois Tunnel Co., 101 Van Buren St., Chicago, Ill.; G. A. Evans, Ph.C.M.D., 832 Yonge Street, Toronto, Canada. Also by Professor Geo. E. Watson, an eminent chemist of South Kensington, London, England. They all agree that it is a chemical reaction of gasoline of high order, and does not contain Ether, Picric Acid, or anything that would attack the metal of a gasoline engine, and that no presence of acids or harmful ingredients were shown, not even on the most delicate indicators.

DIRECTION FOR ITS USE

Simply pour it into the gasoline in the proportion of three ounces of Herroline to ten gallons of gasoline and adjust the carburetor.

If a needle valve carburetor is used, screw down the needle until the engine begins to slow speed, and miss fire in the cylinders, and then open back until the motor just runs smoothly, and then cut down the air accordingly.

If a spray valve carburetor is used, best results can be obtained by the following: Trucks with a five-inch cylinder or larger, use a number 58 spray nozzle. Cars with a smaller than five-inch cylinder, use a number 61 spray nozzle.

IN EVERY CASE

It is necessary to run the car at least half a mile when changing from the untreated gasoline to the treated, before attempting to adjust the carburetor, in order to allow the mixture to get well down into the same, or it will not take the proper adjustment and the desired results will not be gotten.

Herroline acts instantly on the gasoline, and the effect is permanent.

Price: Per Imperial Gallon, \$12.50; Per Imperial Quart, \$3.50

TESTIMONIALS from all over the World. Here are a few of considerable interest:

From Winnipeg Branch, Ford Motor Co.

Triple Tread Manufacturing Co., Winnipeg.

June 5th, 1913.

Gentlemen:

In reply to your inquiry as to the test we have made with Herroline, beg to state that we tried this out with a touring car, carrying four passengers.

We first used the ordinary gasoline, the same as supplied to garages in the city and from this we were able to get 23.4 miles per gallon. We then used the same quantity of gasoline and half an ounce of Herroline and were able to get 32.2 miles. This shows quite a decided gain through the use of Herroline and we feel that we could possibly get better results than this if we had had time to make some adjustments. This figures out that by the use of Herroline as compared with standard gasoline there is a saving of 38 per cent in fuel.

Yours very truly,

FORD MOTOR COMPANY OF CANADA, LIMITED.

G. A. Malcolmson, Branch Manager.

Tests in Cadillac Car, as made by Albert Johnson, Foreman
Mechanic, Cadillac Motor Sales Co.

Dear Sirs:

We give you particulars of Herroline tests made yesterday.

June 2nd, 1913.

Cadillac Car.

9.6 miles on one half gallon of Gasoline (only).

11.9 miles on one half gallon of Gasoline with quarter of an ounce of Herroline.

Result.

The above test shows an economy of about 25 per cent in fuel and with the controls in the same position as when running on Gasoline alone, the car made an additional speed of 4 miles per hour on Herroline.

Tests in Saskatoon.

Gentlemen:

Saskatoon, Sask., Nov. 11th, 1912.

We, the undersigned, have made a test of your Gasoline Improver, known as "HERROLINE" and beg to report as follows:

It was a 1913 Cadillac Touring Car we used, and after draining the tank dry and running the engine dead, we put into the tank just one gallon of ordinary gasoline, and ran the car until it ran dead again, when the speedometer showed a mileage of ten and eight-tenth miles on the gallon.

We then put in a half gallon of gasoline into the tank, treated it with about a teaspoonful of "HERROLINE" and ran the car again until it ran dead, over the same roads, and the speedometer gave us a reading of nine miles on the

half gallon, or at the rate of eighteen miles to the gallon of gasoline treated.

Another test was made on a Case Car, which ran eleven and a half miles on the gallon of ordinary gasoline and twenty-three miles on a gallon of gasoline treated with HERROLINE.

In both cars the speed was set at fifteen miles per hour, on the ordinary gasoline, and when the treated gasoline was put in and the carburetor adjusted, the speedometer showed twenty miles per hour, or an increase of 25 per cent in speed and also considerable more power.

Also the motors both seemed to pick up speed faster, and get away quicker, and with less vibration and noise.

Signed C. F. Heberlee, Geo. A. Argue, W. T. Dailey,
Verne Purvis, W. R. Barefoot.

The Speedwell Motor Car Co. of Illinois.

Improved Gasoline & Oil Co.

Chicago, October 14, 1912.

1522 Michigan Avenue,
Chicago, Ill.

Gentlemen:

In regard to your gasoline improver, which we have experimented with for about 30 days, will say that up to date we have increased our mileage between 33 1-3 and 40 per cent. We are very much pleased with the improver and our customers also are pleased with it. It has not only increased our mileage, but has made our motors quicker on the get-away and considerably quieter. We also find that the gas burns up and burns the carbon and deposit with it, as in the car which we have experimented with most of the cylinders and combustion chambers are extremely clean.

We should be very glad at any time to furnish you with any further information which you may desire.

Yours very truly,

SPEEDWELL MOTOR CAR CO. OF ILL.,
L. B. Garrison, General Manager.

Road Test, Royal Automobile Club, London, Eng.

Result of Road Test made by the Royal Automobile Club with petrol and HERROLINE under official inspection on 20th Dec., 1912.

Distance travelled, 101.55 miles; Petrol used, 4 gallons of Shell; Mileage per gallon, 25.38 miles; Ton Mileage, 35.72 miles; Weight of car, 16/20 h.p. Adams Bore and stroke, 88 m/m x 120 m/m; Gearing, 4 to 1, on top.

The car was carefully weighed and examined by the club officials before starting and after completion of test. The car was not tested with pure petrol, as it was known that 18 miles to the gallon is the usual consumption of this class of vehicle.

This test showed an economy of 41 per cent petrol.

Big Money for Dealers.

Live Agents Wanted.

Make a test Yourself.

SOLE DISTRIBUTORS

FOR CANADA:

Triple Tread Manufacturing Co., Ltd.
WINNIPEG, MANITOBA

Machinery Credits in the West

Day after day we hear on every side talk of money shortage—of the financial stringency throughout Western Canada. Business men blame this or that—wars or rumors of war, retrenchment on the part of the European financiers, many possible causes that have given rise to the present lack of funds in flotation. Let this be as it may, the fact remains, and must be faced, that at the date of writing money is as tight over Western Canada as it has been at any period during the past eight or ten years.

We will not seek to try and elucidate the cause for this shortage, its effect we can feel only too well. Rather let us consider the present financial status of the farm machinery and implement business throughout the three prairie provinces. We can assert with perfect safety that the monies outstanding—unpaid accounts owing the machinery and implement concerns—through the three provinces, Manitoba, Saskatchewan and Alberta, amount at the present to the enormous sum of over \$60,000,000!

And, furthermore, of the great total, 45 per cent, or \$27,000,000, is past due accounts.

These figures are no mere figments of fancy but are based on solid facts, and, if anything, tend to the extremely conservative in considering this question of credits and farm machinery. What, then, do such figures show? The implement dealer and the collection system carried on by farm implement concerns are too often maligned as being veritable Shylocks—organizations who will have their pound of flesh whatever the cost may be to others. Are such accusations just, or merited, when we consider the machinery value given above, millions of dollars that should have been paid, lying out that the farming communities may have opportunity to sow and reap their crops—lean years tided over and extensions of credit granted. Would it not be nearer the truth to say that the implement dealer is a benefactor to his race, firstly to the farmer and the community, and secondly, through them, helping to feed the hungry in the teeming cities of the earth.

Let us consider what this amount is likely to be by next October. It is a conservative basis to assume that this sum, \$60,000,000, will, under ordinary conditions have increased by 20 per cent. That gives us a prob-



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

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RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JUNE, 1913.

able total outstanding on October 1st, 1913, of \$72,000,000.

The possibilities of financial returns at that date entirely depend upon the harvest and the yield of grain. It seems, therefore, that the implement manufacturer, jobber and dealer have yet further patience to exercise, and in the end their money is assured only in direct proportion to the financial success of the farmer who again depends upon climatic conditions. There are those who argue that the implement dealer, with his system of collections, is infinitely better off than other classes of retailers, yet these retailers would never in their wildest dreams take the financial risk handled by the implement fraternity.

Considering the question broadly, it is safe to say that whether the crops be bumper or meagre, of the sum that will be outstanding this fall—\$72,000,000 on a conservative estimate—80 per cent of whatever money will be paid the dealer by the farmers will, without doubt, be paid before the 1st January, 1914.

It is therefore essential that the dealer considers this, so that he can readily see that if he is going to get in any considerable proportion of his outstanding money he must go right after it as soon as possible. It would, perhaps, be beneficial to those who continually vilify the farm machinery concerns, on account of their so-

called wrongful treatment of the agricultural communities, to pause and consider the real facts of the case. That \$60,000,000 is not merely representative of an amount of money belonging to a class of business men that they must let lie out because of their inability to collect the funds. Rather is it an investment in the progress and development of a country and of a nation, a loan on the faith of man in man, and a loan that enables bread to be supplied to those who realize what hunger is yet never consider—nor can—the part played in the mechanism of feeding a nation made possible by the credit extended to the farmers by the manufacturers, jobbers and dealers in farm machinery.

The Bank Act

The Bank Act, which comes into force upon the 1st July, has now been published, and has passed through the House of Commons in all but its final and formal stage. While not in the least sensational, it is a sound and substantial piece of legislation, reflecting great credit upon the ability and prudence of our Minister of Finance.

As we already mentioned in our former issue, one of the main features of the bill is the extension of the lending privileges of the

banks on farm produce and stock—the security being specified. It is questionable whether this will make any great difference in actual banking practice throughout Western Canada. A bank will lend to a farmer of good character, and character is no small asset in relation to bank credit, if he has unsold wheat on his hands upon which he wishes an advance. The bank, however, will show, we do not doubt, as much discrimination in the extension of loans as in the past, whatever the clauses of the revised bill. Again, the financial condition of the country will still regulate the compliance of banks in this respect. The only difference in relation to loans on grain is that, by obtaining a legalized lien, a bank may henceforward be able to lend to those whom it might suspect of being likely to cash in their farm produce, and then seek a renewal of their notes.

Regarding the enquiry into the actions of a certain bank, that raised great comment, the provisions for external audit are less drastic than might be expected. Yet they render impossible such questionable proceedings as disgraced the eastern bank we refer to. Unless by the connivance of shareholders, and the appointment of either incompetent or unscrupulous auditors any such deception of the public will be impossible. This then prevents the exploitation of banking by favored individuals for their personal financial betterment. The clause dealing with statutory interest contains much of interest. The objection to the present practice of the banks was based upon the laudable motive of restricting usury. Were a change made it might, however, have precisely the opposite effect. Our banks lend according to the value of money, not according to the necessity of the individual for the money. They are not based upon usurious conditions. That is to say, if two men desire the money, one merely desiring it for some purpose, the other as a virtual necessity, the security offered by both men being equal, then they will get the money at the same rate of interest. That, then, seems to be utterly at variance with what we generally consider usury. Were the banks prohibited from following the fluctuations of the money market, thereby in a way measuring the amount of business done, and the cost of conducting that business, the small borrower would be left at the mercy of the genus homo—known as the loan shark, who ob-

viously would filch a large intervening profit on the bank credit that they themselves possessed.

The tendency of banking seems to be towards concentration and consolidation, as is the case in many branches of modern business, and this certainly builds for economy on the part of banking institutions. In the past a needless number of clerks was an expensive item. Yet we all know how the monopoly of money is a dangerous thing, and hurtful if carried beyond a certain limit. Yet the amalgamation of banks with ample capital and resources should, with discretion, be beneficial to the business community. One fact we have to deplore in Western Canada, and that is that of necessity the local agent of a bank is oftentimes a beardless boy with little knowledge of local conditions and less of men. Such a man, recently an incomer to the country, and with little knowledge of the financial necessities of rural districts, wields a power that is, we must regretfully admit, too often a thing beyond his ability to handle.

New Hardwood Rules

A recent publication by the Hardwood Manufacturers' Association is of great importance to all users of hardwood, in whatever degree. This publication supersedes the former issue, which had a pink cover, and in contradistinction is bound in a green cover—being known as the Green Book. It contains the revised Grading and Inspection Rules of the Association of Hardwood Manufacturers, these rules having come into force upon the first of May. Every consumer of hardwood should have a copy of this booklet for his guidance in purchasing, and the association is most anxious to place these books in the hands of all interested. There being considerable changes and alterations in the grading and inspection rules, we would advise every consumer of hardwood to communicate with the assistant secretary of the association, Edwin E. Myers, First National Bank Building, Cincinnati, Ohio, who would be only too pleased to forward full particulars for the guidance of all users of hardwood.

A composition for cheapness, and not for excellence of workmanship, is the most frequent cause of the rapid decay and entire destruction of arts and manufactures.

A New Sales Manager



C. H. Stinson.

C. H. Stinson, whose photograph appears above, has accepted the position of sales manager for the Minneapolis Steel and Machinery Co., taking the place of Chas. Barnard, recently deceased.

Many of our subscribers are familiar with the optimistic personality of Mr. Stinson, since, on November 1st, 1909, he was appointed Western manager at Winnipeg for the American-Abell Thresher Co., which position he held until January, 1912. At that time the Thresher Co. was merged into the Rumely organization, with whom Mr. Stinson remained for a short time, closing up the necessary business. As a machinery man he is, so to speak, born into the business. His family are all associated with the implement and machinery business; at one time no less than five of his brothers having been connected with the Advance Thresher Company, of Battle Creek, Mich.

He himself was connected with the Advance Co. for a number of years, rising steadily from the ranks in that organization, until for seven years he was manager of the company's branch at Watertown, S.D. Mr. Stinson was the individual who coined the phrase well known to members in the farm machinery game: "Honest goods to honest people by honest methods." In a long acquaintanceship we have found that he invariably lived up to his self-appointed motto. The primary cause for his temporary departure from the ranks of business was on account of ill health, that forced him to resign his connection with the Rumely Co. For practically a year he has been re-

cuperating, and we trust that now he will return to the game with renewed vigor to again assert his philosophy of optimism and the square deal. We welcome him back to the field of business, and feel sure that the Minneapolis Steel and Machinery Co. will greatly benefit by his business acumen and experience.

Truth and Honesty

Many men are not truthful and are not honest with a customer. They seem to get the idea that little untruthful assertions or exaggerated assertions are necessary to close a sale. I believe it was Hugh Chalmers that said that a man did not deserve any credit for being honest or truthful, as his mother brought him into the world with the thought and hope that her son would be a truthful and honest man; and I do not think a man could pay any greater respect to his mother than to try at least to make good what she started him out to be.

H. Mead.

Ideas

Can any man measure the value of an idea? Starting as an acorn, it becomes at last a forest of mighty oaks; or beginning as a spark, it becomes a holocaust that consumes the metal rubbish of centuries.

Ideas are as essential to progress as a hub to a wheel; they form the pivotal point around which all things revolve. Small ideas become great enterprises, and the idea controls the workers of all countries.

Ideas govern governors, rule rulers, and manage the most successful managers in the history of industry. They are the motive power that turns the tireless wheels of toil. Ideas raise the plowboy to parliament, the shoe-black to premier—they constitute the primal element of the success of the man or the nation.

Ideas form the fire that lights the torch of progress, they are guiding lights for the ship of progress. They are the keys which open the storehouses of possibility—the passports to the realms of great achievement.

Ideas are the press-buttons connecting the dynamos of energy with the wheels of history. They determine the bounds, break the limits, move ahead the ultimate goal and waken latent capacity to successive sunrises of better days.

Personal

J. Adair and Son have discontinued their business at Champion.

J. W. Kennedy has sold out his implement business in the town of Wilkie.

A new concern recently started at Edmonton is the Martin Auto Top Co.

S. B. Brihn has succeeded W. L. Schultz in an implement business at Guernsey.

A new implement concern is doing business at Milden under the name of Ainsley Bros.

The Brown-Ellis Co. is the title of a concern who have entered the implement game at Tribune.

A firm dealing in autos has been opened at Bounty by two partners named Ames and Dingwall.

Carl Hart has sold out his implement business at Brownlee to two partners, named Reid and Begley.

P. O. Stevenson has bought out the implement business at Colonay formerly managed by Spencer & Mills.

J. G. Edgar has commenced an implement business in the town with the Teutonic appellation of Prussia.

L. Sheppard has bought out the implement business at Good-eve, formerly owned by John Kendall.

A new implement dealer in the town of Tugaskie is doing business under the heading of Lows P. Olsen.

H. A. Olson has bought out the implement business at Preeceville, formerly owned by M. H. Mattison.

A new concern, who recently were granted a Dominion charter, is the Burgess Patent Tire Co., of Gull Lake.

James Wilkie has enlarged the business possibilities of Disley by opening an implement stand at that point.

A new concern, handling hardware and implements in the town of Raleigh, are Cavanaugh & Scammell.

L. N. Ditzler has taken over the implement stand at Penzance, formerly conducted by Larson and Moore.

Graham & Adams have taken over the business at Lethbridge formerly carried on by the Western Auto Co.

F. M. Wright has bought out the implement business at MacGregor formerly carried on by W. B. Rogers.

Charles M. Keen has taken over the implement business at Carrieville, formerly handled by Fred McMillan.

L. M. Cole has taken over the retail implement business at Gilbert Plains, formerly managed by James F. Fulford.

Beattie and Braddon, who used to carry on an implement and livery concern at Bow Island have dissolved partnership.

Two partners named Huel & Siand have bought out the implement business at Forget, formerly conducted by J. Haran.

The firm of Williams & Davis, Belle Plains, has been broken up. In the future H. C. Williams will carry on the business alone.

The International Harvester Co. are increasing their warehouse at Fort William by adding several stories to its height.

W. R. Mackay has an excellent name for the town of his adoption. He has opened an implement business at Stornoway.

Fletcher & Thompson, implement dealers, Munson, have increased their business by opening a branch store at Highland.

D. O. Pakulak, Sturgis, has bought out the implement stock of John Ness, who has opened in new premises in the same town.

John Macdonald has enlarged the business possibilities of Ochre River by opening a livery and implement business at that point.

The firm of auto dealers at Elbow—Leland & Lesley—has had a change in its personnel. It is now known as Leland & Meyers.

Howell Bros, who used to carry on an implement business at

Delmas, have discontinued operations at that western point.

Douglas Brothers, implement dealers at Zealandia, evidently find business booming since they have opened a branch store at Sovereign.

Edwin Millidge, who carries on a livery and implement business at Selkirk, recently suffered a considerable loss by fire on his premises.

W. O. Mayne, the well known implement dealer at Pilot Mound, is at present adding to his business by the erection of a large warehouse.

W. C. Sterling has opened up an implement business at Montmartre, and with such a name should make a popular implement dealer.

The town of McGee has had two additions in the implement fraternity lately—the names of the dealers being Herbert Paul and George Pratt.

Stoffel & MacLean, implement dealers at Goodwater, have been succeeded by a firm doing business under the name of Speer, Stirling & McIntyre.

R. Chaput has bought the implement business at Howell, formerly carried on by L. Denis. He will conduct a harness business along with his farm machinery store.

A new company, incorporated in Winnipeg, is the Track Weeder Co. Their specialty will be the manufacture of a mechanism for removing weeds from railroad tracks.

A new firm at Kindersley is the Kindersley Auto & Electric Co., while in the same town B. C. Fraleigh has taken over the im-

plement business formerly owned by Neff Bros.

A new concern in the town of Odessa is that doing business under the sign of Wagman and Miller, the first named partner having previously had an implement business there.

The firm of Skinner & Hornby, Conquest, has been re-organized. It is now known as Hornby, Chapman & Son, and in future will have its headquarters in the town of Macrorie.

The Brantford Cordage Co., of Brantford, are replacing the buildings that they lost through a recent fire by the construction of a large storage warehouse, costing several thousand dollars.

The firm of Gimby and Hashett, who handled hardware and implements at Milden, has been broken up. F. L. Gimby will, in the future, carry on the hardware end of the business alone.

A new implement business recently opened in Gravelburg will be managed by L'Heureux Bros. We trust that they are "happy" in their location, as in their French cognomen when translated.

A change has taken place in the firm of Robertson and Tanner, Marquis, the firm now being named Robertson and Gould, while in the same town M. Griffin has commenced an implement concern.

James McGillivray has commenced an implement business in the town of Vanguard, while another new implement stand in the same town was recently opened by a firm named McGregor Bros. and Heron.

A new concern, recently started in Keeler, is known as Carrington Bros. They will carry on an implement and livery business, while in the same town a new implement firm are doing business under the title of Keeler and Rockwell.

The Saskatchewan Manufacturing Co. will shortly commence the erection of a plant in Saskatoon, in which they will construct farm machinery. P. S. Houghton, Crookston, Minn., is the promoter of the Company, which has a capital stock of \$200,000.

The Hart-Parr Co., Charles City, Ia. have sent F. P. Brown to Austria to demonstrate their large traction engines in that country. Mr. Brown will be accompanied to Europe by another Hart-Parr man, Mr. Brockmeier, who will also do demonstration work for

the Company in European territory.

We find considerable business changes in the town of Eyebrow during the past fortnight. T. B. Aiken has commenced operations as an auto dealer, while H. G. Munkler has succeeded W. J. MacDonald in an implement business. Another new implement concern at the same point is that of Smith and Sons who have bought out the business formerly carried on by J. A. Rogers.

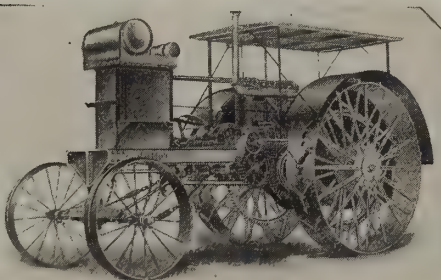
W. M. Bourke, of Brandon, dropped into the office, the other day, and had a chat with us about old times. Mr. Bourke is an ex-implement dealer, and is an alderman at Brandon, as well as being one of the directors of the Dominion Fair Board. Though out of the game he still has an active and live interest in all that pertains to farm machinery. He is an enthusiast for the home market movement, which has been inaugurated at Brandon with excellent results.

J. H. Colville, general manager of the Empire Cream Separator Company, Bloomfield, N.J., was recently in Winnipeg while en route for an extended Western business trip. Starting from New York, he visited Toronto, Chicago and Winnipeg, and will continue his journey visiting Medicine Hat, Vancouver, Portland, Ore., Seattle, etc. He reports business as being excellent and the filling of orders rather difficult. At the present time the factories of the Empire Co. are working day and night in an attempt to cope with the demand for their product.

O. C. Parker, general manager for the Sta-Rite Gasoline Co., La Crosse, Wis., was recently a business visitor to Winnipeg. He will proceed westward, via Medicine Hat, to Vancouver, also visiting Portland and Seattle. This is the first time that Mr. Parker has visited Western Canada, and he is greatly impressed by the business possibilities of the West, while he finds prospects for business excellent. The Empire Cream Separator Co. handle the products of the Sta-Rite Co. in Canada.

The M. Rumely Co., of La Porte, Ind., have announced that they will participate in the Winnipeg Motor Contests next July. W. H. C. Higgins, manager of the experimental department, will have entire charge of the entries, and he is confident that the Oil-Pull engine will make good showing. Mr. Higgins is the inventor of the carburetor used in

**OUR 1913 MODEL
STANDS FOR
QUALITY
EFFICIENCY
AND
SERVICE**



Greatest Power—Lightest Weight.

THE "Flour City" tractor equipped with the four cylinder vertical motor admits of light weight without sacrificing power.

THE large diameter wheels have more traction surface and admit of light weight without sacrificing draw-bar power.

THIS combination won the "Flour City" four Gold Medals in the Winnipeg Contest, and established a reputation for efficiency in the field not equalled by any other tractor.

THE 1913 model is correct in design, economical in fuel, simplified in construction, and burns gasoline, kerosene, or distillate.

Built in three sizes—20, 30 and 40 H.P.

If interested send for Catalog, and dealers' proposition.

Kinnard-Haines Co., 830 44th Ave. N., Minneapolis.

FLOUR CITY TRACTORS

adapting the Secor-Higgins oil fuel system. Two Oil-Pull tractors will be entered—a type "E" and an "F." The former is rated at 30-60 h.p., the latter at 15-30 horse power.

John Turnbull, branch manager for Sawyer-Massey Co., at Regina, was in the city recently, moving his family and household effects to Regina.

I. J. Haug has returned from a trip through the West, taking in several prominent points in Saskatchewan and Alberta in the interests of his company, the Canadian Avery Co Limited.

H. C. Hall, who has charge of the Winnipeg branch of the Gray-Campbell Co., has just returned from Chatham, Ont., after spending a couple of weeks in the East. Part of that time Mr. Hall put in at the Gray and Campbell factories, which are located at Chatham.

President McCormick, of the International Harvester Company, announces the election of Alexander Legge as general manager of the International Harvester Co., of New Jersey, and International Harvester Corporation. Mr. Legge succeeds C. S. Funk, who recently joined the M. Rumely organization. Mr. Legge

entered the service of the harvester concern in 1891, and was made assistant general manager in 1906. Working up from the ranks, and commencing his career in the collection and sales departments in the West, he should be admirably adapted for the responsible position which he now occupies.

Orville Cooley, inventor and manufacturer of agricultural implements, 74 years old, died recently at his home in Batavia, N.Y. Born in 1839 Mr. Cooley engaged in the harvester business early, ultimately being in charge of the pattern department of the Johnston Harvester Co. In 1873 he exhibited the first reaper shown in France, afterward crossing the Atlantic 18 times in the interests of his company. He was inventor of practically all the machines manufactured by the Johnston concern.

The firm of Eugene Julien et Cie, Quebec, have taken over the agency for the handling of "Simplicity" engines in that province. They have a large show room and warehouse in Quebec, and nine branches throughout the province. This is the second jobbing connection made in Canada this spring by the manufacturers of

the "Simplicity" engine—the Turner Manufacturing Co of Port Washington, Wis. The first agents appointed in 1913 were Wilkinson, Kompass and Hawkey, of Winnipeg.

The old-established British firm, Marshall, Sons and Co., of Gainsboro', England, manufacturers of steam and gasoline tractors, etc., are going to locate in Western Canada, and have chosen Saskatoon as their center for doing business. They intend to erect a large warehouse and office building, and will carry a complete stock of their famous British colonial motors, along with repair parts. A new company, known as Marshall, Sons and Co., of Canada, will be formed, the managing director being H. E. Lamb. This company produce a line of light tractors that should appeal to the small farmer, and the quality and service of their goods are known everywhere. We trust that, being located on the ground they may find their West Canadian business to advance.

D. J. Taylor, formerly Western manager for Goold, Shapley and Muir, is spending a few days in Winnipeg. He has just returned from the Similkameen Valley, B.C., where he is farming and stock-raising on a large scale.

Most of our readers will remember how about a year ago Mr. Taylor was in a train accident, being in the only car of the train that was wrecked, when he sustained severe injuries. In making his recent trip to Winnipeg the conditions were reversed, as he was again in a train wreck—only this time he was travelling in the only car that was not derailed. Mr. Taylor, owing to circumstances, can scarcely be expected to look forward with eagerness to railway journeys.

Farm Machinery in Russia

At the recent conference in Moscow of the Russian manufacturers of agricultural machinery the Department of Trade and Industry stated that at present it seeks to prolong the existing arrangements concerning the agricultural machinery trade between Russia and America. It was also decided at the conference to request the Council of the State Bank to grant credits to the zemstvo (rural community) organizations only on condition that they purchase machinery and implements of Russian manufacture, as many zemstva use the money advanced to them by the banks to buy machinery of foreign origin.

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A GENERAL FIRE INSURANCE BUSINESS TRANSACTED

OUR FARM POLICIES contain many features which are very advantageous to the assured, the most important being the blanketing of all contents of a house or barn under one item. The only property on a farm which we ask for specific insurance on, being live stock.

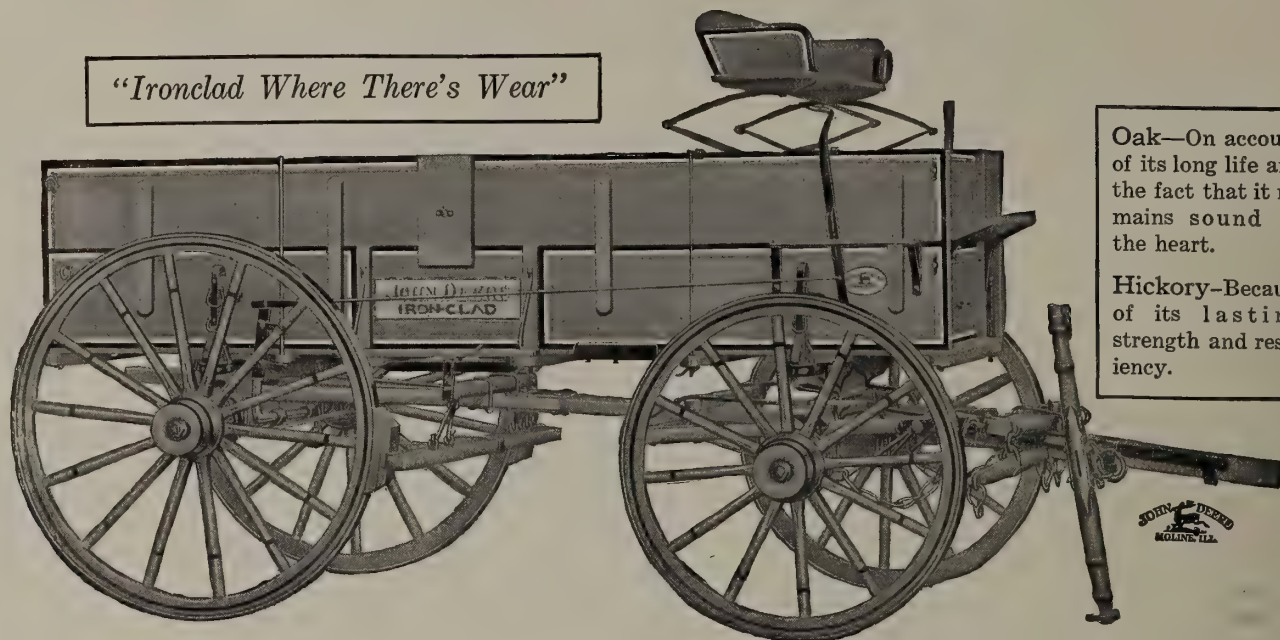
AUTOMOBILE INSURANCE—This policy covers against loss or damage by fire and/or explosion and self-ignition to the body, machinery, and equipment of automobile while in the Dominion of Canada. Insurance covers cars while en route or while kept in **Private** garage, barn or stable. Permission given to keep automobile in any **Public** garage for a stated period free of charge.

CONSULT ANY OF OUR 500 AGENTS IN WESTERN CANADA, OR APPLY TO

General Agents: Matthews, Wrightson & Company (Canada) Ltd., 722-8 Union Bank Bldg., Winnipeg

John Deere Ironclad Wagon

"Ironclad Where There's Wear"



Oak—On account of its long life and the fact that it remains sound at the heart.

Hickory—Because of its lasting strength and resiliency.

Look at These Gears

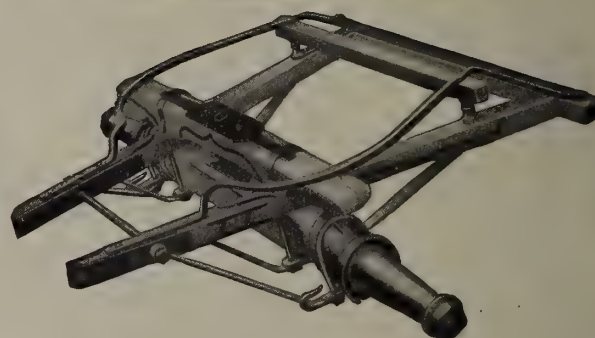
EVERY piece of wood stock in them is clear, select oak or hickory. Each piece is full size, cut with the grain and well proportioned to do its work.

Here's what you have to offer with the John Deere Ironclad Wagon:

HICKORY axles	OAK felloes and rims
HICKORY singletrees	OAK hubs
HICKORY doubletrees	OAK-HICKORY spokes
HICKORY neckyokes	OAK tongue and reach
OAK hounds and bolsters	

Seasoning—Stock is air-dried and thoroughly seasoned—not kiln-dried. Tell your customers about this. It is as strong a guarantee as can be put on any farm wagon. It fully protects your customers. We will back up every word of it.

You have something to talk about with the John Deere Ironclad Wagons—REAL WAGON SUPERIORITY.



See How They Are Ironed

Notice that the circle irons extend back to the slider bar. The bolster plate is extra wide and has forged extensions, (not welded) that extend out under the axle clips. Extra heavy flat truss that runs under the entire length of each axle adds strength and does not interfere with resiliency. Braces follow hounds full length. Solid reach box prevents wear.

These are the things that put the John Deere Ironclad Wagon in the foremost rank among farm wagons. With it you can give your customers REAL WAGON VALUE.



Get This Book: "How To Buy a Wagon of Quality." Shows how to tell an inferior wagon and what to expect in a good farm wagon. Every wagon salesman ought to read it. It contains arguments for high-class farm wagons that heretofore have not been published. It is a valuable book for your clerks.

Remember this—You don't have to be afraid to guarantee the wood stock and workmanship of a John Deere Ironclad Wagon

John Deere Plow Company, Limited - Winnipeg
 Regina Calgary Edmonton Saskatoon Lethbridge

THE GREAT DAIN LINE

MEETS ALL REQUIREMENTS

Haymaking Tools For Every Purpose

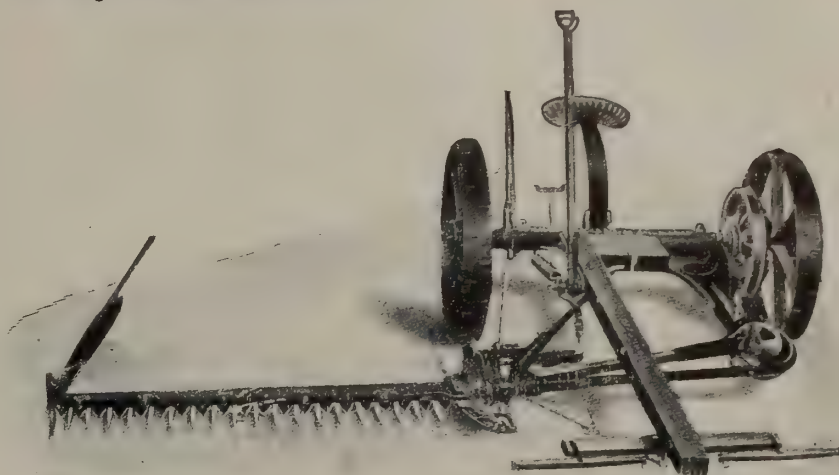
Dain Vertical Lift Mower

The Dain Mower will work successfully wherever the conditions of the ground will permit a mower to work.

Strength, Ease of Management, Light Draft and Superior Cutting Qualities characterize Dain Mowers.

Main Frame is made of one solid piece of iron, insuring perfect meshing of the gears. Only three pieces comprise the gear mechanism.

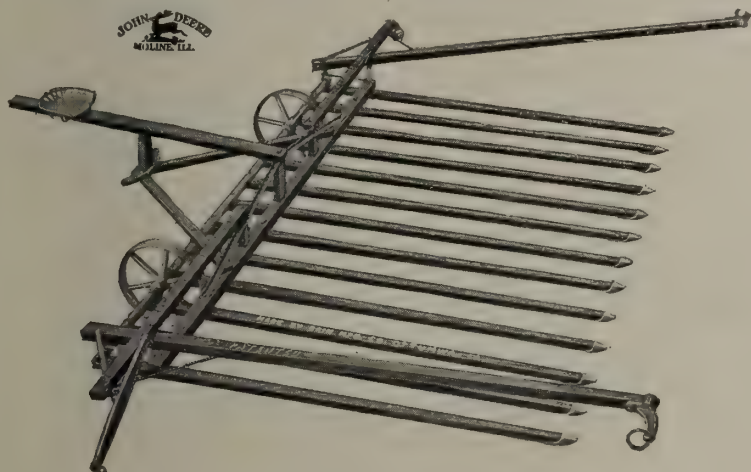
Dain Mowers cut easy and clean at all times, and will give your customers entire satisfaction.



Truss Frame Sweep Rake

Besides the Truss Frame Rake here illustrated, there are many other styles of Dain Sweep Rakes; Three Wheel Folding Rakes, Power Lift Rakes, whatever your customer requires in the way of Sweep Rakes you can supply from the "Dain Line."

Handling "The Great Dain Line," you are in a position to give your customers hay-making tools that are best adapted for their particular requirements.



Dain Jr. Mounted Stacker

Don't hesitate to recommend the Dain Jr. Mounted Stacker to any customer who requires an overhead stacker.

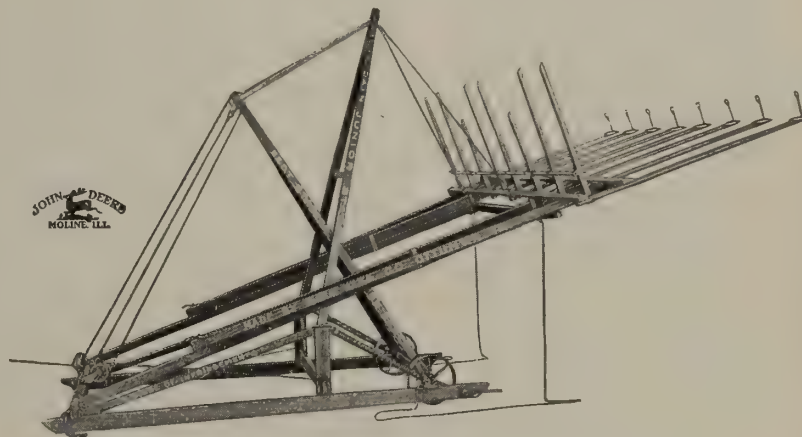
There are thousands of these in use, giving splendid satisfaction.

They are equipped with trucks and can be easily transported from place to place.

If your customer favors a swing around stacker, "The Dain Universal Swing Around Stacker" will meet all requirements.

Its construction permits the swinging of the load either way around the entire circle.

A parallelling device, working automatically, balances the teeth while the load is being lifted.



Self Dump Steel Rake

The rake that has no rival for simplicity and lasting quality.

AXLE STUBS give double wear, as they are reversible and interchangeable.

Equipped with two sizes of tooth holders accommodate a minimum or maximum number of teeth, as well as teeth of various sizes. This is a great advantage, as it is not necessary to obtain any extra tooth holders.

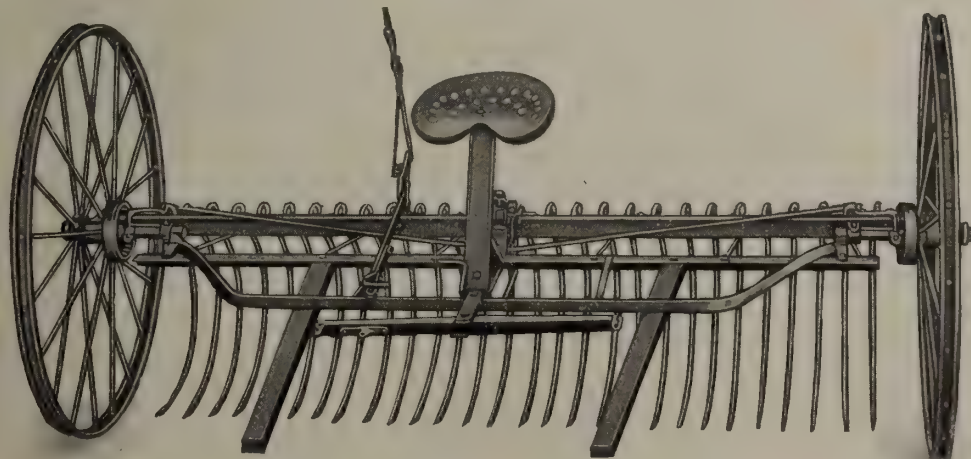
Trussed Frame—No possibility of sagging—Dump Rods of high carbon steel, reversible individually, interchangeable and again reversible, giving four times the wear of the ordinary rods.

The two words "Dain" and "Deere" are a guarantee of Quality and Service.

Built in the "Dain" factory, sold by the "Deere" Houses is evidence that the "Dain" is the leading line of hay-making tools. Every Deere Line is a leader.

The "Leading Lines," the "Quality Lines" are the most profitable for any dealer to handle.

Remember Farmers consider the best the cheapest in the long run.



John Deere Plow Co., Limited

Winnipeg

Regina

Saskatoon

Calgary

Lethbridge

Edmonton

The Road of Courage

By A. N. DREW

In talking of courage we far too often look at the purely physical side of the question, that of brute courage. But real courage has a far deeper, a more psychic side, and this is how we find some of the most magnificently courageous souls encased in the most incongruous personalities. Again, we think too often that courage was more a thing of the days of warfare, that it was only necessary when combat was a daily occurrence, and when might too often constituted right.

Never was there a more glaring mistake. Courage is wanted today if ever it was. In the workshop, in the factory, in the store, in the office, in the quiet home life, every one of us has to confront trials and eventualities, under which we would too often wilt did we not exercise whatever courage the gods have given us. There are hidden lives battling with poverty, aching hearts that cry for a nepenthe which never comes, bodies suffering from sickness over which the white light of courage triumphs, these and a thousand more are in evidence every day. Where, you ask, do you see them? Assuredly not in the halo of glory that lies over the battle field nor in the glaring headlines of the yellow press.

They exist, my brother, in the silent side streets of the world; they hide behind darkened and curtained windows, and as we pass we see not the strained tragedy in those faces to whom life means an endless demand of courage.

A few men go together on a forlorn hope. They return, and the world goes mad with enthusiasm, acclaiming them as heroes, as knights of the great red flag of courage. Or, again, they may lie silent and still beneath the kindly curtain of night, their bul-

let riddled bosoms still for ever, and in their rigid hands the emptied rifle held in the tense grip of death. A brave death truly; dying as so many who built our Empire have died, with a smile on their lips and their faces towards overwhelming odds.

Another impression! A handful of men staggering through a biting Antarctic blizzard. Mile after mile through that shrieking inferno of driving ice—particles sweeping the plateau that stretches away to the ghastly wastes of the pole. Over ice hummock, crevasse and heavy snow drift they struggle on, while over and around them the gray ghouls of the Antarctic blizzard shriek like souls from the underworld, souls that can find no respite in the hereafter. Night comes, and with stiffened fingers and shivering bodies they erect the little tent and huddle within for warmth, while through the awful desolation of the Antarctic night the blizzard keens a wailing anthem that they know too well is to be their requiem. A little later and all have drifted out from a world that is naught but a snowy shroud, all save one. Sitting with faculties benumbed and fingers that refuse to direct the pencil, he bravely tries to leave a last record—writing an epitaph over the silent bodies on the other side of the tent, now done with weariness, pain and starvation for ever. . . .

A little while and he too has drifted into the Unknown Land, while, in a higher note, the blizzard yells and shrieks in triumph its inviolate sway over that lone land supreme, unquestioned.

These be scenes that quicken the pulse and make a strange incomprehensible thrill pervade the being. A thrill of pride comes over us as we read of such heroic

deeds or splendid failures, and, in a measure, we take some of the glory to our own souls in that we are human. Never, brother, would we gainsay the fact that such deeds are great, and that the thrill we feel in our bosom is not an impetus so that we can face more bravely the endless fight that lies 'twixt the cradle and the grave.

But I want you to come with me, to come from regarding the emblazoned scroll of Fame; come down to the silent hidden lives in the side streets, and the mute inglorious courage of the far-severed homes on the Western prairies. In the slums and squalid tenements of a city we can see more courage and heroism in one brief week than all the great deeds of history and exploration have ever shown. The crowded street car at night bears with it courage of as indomitable and uncomplaining a strain as any ever shown upon the battlefields of the world. Consider the faces, for faces are the most interesting story that ever Life pens for us. Watch the relaxed weariness on this face or that, and then consider the courage that it takes for that man or woman to face the to-morrow. Poverty, sickness, misfortune, grief, despair, and in each case only their individual courage to buoy up weary hearts and give strength to worn frames. To them there is no glory, no acclaim of welcome, no monument or wreath of laurel; nay, their only medals are the rewards of daily duty, their records are lost in the great daybook of work and commerce.

Because you and I, brother, do not follow the flag, and live afar from the clash of steel, are we to have no opportunity of testing our courage?

Has the fleeting mantle of Fame to fall only on the shoulders of such men as Horatius, Tamerlane, Nelson, Gordon, Columbus, Wolfe, Stanley and Scott. Nay, perhaps unseen by the world the mantle still falls upon the brave souls who fight for com-

fort through grief, and who struggle beyond bankruptcy to final success. It is the men and women who struggle alone; to them the greatest honor is due, for they have courage that is unsurpassed—it expects no plaudit, and gets none. Remember the courage of that writer, Robert Louis Stevenson—not for the beauty of his written words, but as the man who truly said "for fourteen years I have not had a day's health." May not his battlefield, as he called it, "the dingy inglorious one of bed and the physic bottle," be common to many of us? Yet he wrote heartsome philosophy, breathing romance and joyous adventure. When his right hand failed through weakness he wrote with his left; and when he was so weak that he could not speak, he dictated by means of the deaf-and-dumb alphabet.

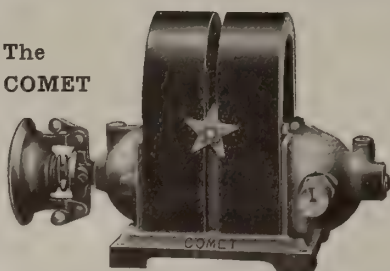
Time and again you will see a man who by a combination of misfortunes fails in business, means and health. While a few men go under with such a blow of Fate there are many who rise again, who struggle grimly back to some measure of success. Witness the life of Sir Walter Scott, the author, and its parallel, that of Samuel Clemens, better known as Mark Twain. Both men, when well over in years, were financially ruined, yet with high-souled courage they wrought by the genius of their pens so that they paid every penny that they owed before they finally passed to their long account.

How often have we seen a man who has been stricken by a paralyzing bereavement. A wife and child may be suddenly taken and the man left, apparently desolate in the ashes of his hearth—the dying embers of his life's happiness. It seems human nature that under such afflictions a man should repine, bemoan his trouble, curse his God and the life left within him. Yet how many men have bravely faced their sorrow, finding the courage to smile and to shed some sweetness around them for others. Are these men not heroes also, in the truest sense of the word?

The coward is not only the man or woman who shirks a great crisis. Nor is cowardice the fact of flinching from physical danger or physical pain. Some natures are capable of standing physical pain, yet are wanting in courage. That is a matter of temperament, not courage, and we have endless instances of the poor, weak, little woman who strives and struggles beyond believable limits so that her children

The Comet Magneto Holds First Place

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COMET



In the minds of hundreds of the leading Gasoline Engine builders, jobbers and dealers.

BECAUSE

of neatness of mechanical design, simplicity of construction and GREAT ELECTRICAL EFFICIENCY.

IT PAYS TO BUY THE BEST.

HENRICKS NOVELTY CO., 1280 St. Paul St., Indianapolis, Ind.

may have a fighting chance. This is no limelight heroism; it is only what we call living our lives.

The yellow streak, inherent to some souls, is developed in the character by the ordinary everyday events even as it is in the soldier who turns tail at the first volley. A slight business reverse, a touch of liver, or a feeling of mental lassitude, and the coward stands out. He whines against "fate" and circumstance, and browbeats those beneath his authority. And too often men are cowards, perhaps thoughtlessly. They go home at night cross, discouraged, after the worries or trials of the day, and inflict needless pain upon those who love them. They lay more value on what money buys than upon the love that no money could buy, no wealth replace.

To smile and to hit back stoutly at the onslaught of adversity, be the attack on means, health or the dearest of intimate ties—in this we can all play the man, and so win a place among the legions of the brave.

That long, sad road of courage it stretches always before us. Every day sees us treading that unknown highway lying beyond us to the far horizon. It is perhaps the saddest road on earth—a road of uncomplaining effort and pain. It is the road of the widow and the fatherless, of the invalid and the bankrupt, of the weary and of the wounded, of the wan, grimy, weak and stalwart; it is the common road of our everyday lives, where silks and satins jostle rags and tatters, but along its endless pageant, unknown and unseen, we are passing heroes and heroines—a glorious company and a deathless inspiration.

The high adventure, the quest for the unexplored lands, the excitement and clamor of the battle are only for a few, but for all of us, at the desk, at the forge, in the store, or the workshop, the road exists. From our feet it stretches through the tomorrows, and watching those who struggle along its endless leagues may we find the red badge of upright courage so that we may acquit us like men, be strong and of valorous heart.

If a man can write a better book—preach a better sermon or make a better mouse trap than his neighbor, though he may build his house in the woods, the world will make a beaten path to his door.—Emerson.

Ball Bearings Save Power

A series of tests was recently carried out in order to ascertain the exact saving in power effected in one large textile factory where the line shafts are equipped with ball bearings throughout. The results of these tests, as given by the engineering supplement of the London Times, are most interesting. These bearings were of a well known make with two rows of balls in each, arranged to swivel bodily in their race so as to allow for any flexing or malalignment of the shaft. Electric power readings were taken under exactly similar conditions before and after the ordinary bearings had been replaced by ball bearings and the result showed a saving of 30 h.p. at the engine in a weaving shed containing 900 looms. Had it been possible to eliminate the belt and rope friction, the actual percentage of saving of friction indicated in the bearings themselves would doubtless have been very considerable. A test carried out on an edge-trimming machine shaft in a boot factory, the ordinary bearings in which had been replaced by an equal number of ball bearings, showed a saving of 80 per cent in the power required to drive the shafting.

It may be added that the speed of rotation does not affect the efficiency of ball bearings, and that the friction at starting is practically the same as when running. This is an important consideration in large factories in which a fraction of a minute saved in running the machines up to speed after each stoppage will result in an appreciable increase in the total output from the machines.

Improving Personality

A salesman can constantly study to improve himself and to improve his methods and to improve his employer's business. It will only take a little time each day to do this, and the result will be that before he knows it he has formed habits that will hang to him the balance of his life, and will improve him so fast and so much over his old self that it will make his life really worth living. We believe someone has said, "The way to cure bad habits is to fill your life full of good ones and then there will be no room for the bad ones."



I H C Tractor Reasons Why

"We have three months of farm working weather—three months in which to do our plowing, harrowing, seeding and harvesting. We depend largely on grain raising because the climate is favorable to it. To make money raising grain we must work large areas. To work large areas profitably we must have cheap but dependable power. See how logically all Western Canadian farm conditions point to the purchase of an

I H C OIL TRACTOR

Power for plowing, so needed in the early spring, finds the horses in poor condition because of the inactivity of the winter. If we save our horses we skimp the plowing, and skimmed plowing means a poorer crop. Animal horse power, at its best, costs about 17 cents an hour. Horse power developed by an I H C oil tractor costs 2 cents an hour. The tractor, plowing by wholesale, works day and night if necessary, plowing sections where horses would plow only acres."

Using these and other local reasons for argument, I H C local agents are stirring up a deal of tractor business in Western Canada. It's business that pays. With a tractor like the I H C to sell there would appear to be every reason for you doing a good tractor business. Let's talk it over.

International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.;
Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon,
Sask.; Winnipeg, Man.; Yorkton, Sask.



The New Rumely Machine

Think of the volume of advertising done to impress the name

Rumely

on the farmer's mind. He sees it in every paper he reads. He knows it stands for reliability and service.

Then think of the wonderful popularity of Rumely Power-Farming Machinery, due to the great success farmers have had with it.

This gives you the advantage—you don't have to scratch around to sell Rumely goods—they sell themselves.

There's a Rumely now for almost every farm job, and the number is growing.

Here is the latest—the Swanson Grain Elevator and Dump—a chance for us to get together. Drop us a line now, and find out about our liberal dealer's proposition.

The Swanson Grain Elevator and Dump will elevate dirt, sand, crushed stone and even flax seed.

Elevator 26 feet in length, 16-gauge steel.

Elevator or trough of special construction, absolutely uniform bottom.

Cups level on bottom, vary less than 1/64 of an inch.

Return bottom and damper prevent loss of grain.

Reinforced hopper.

Has features that will sell it over any other elevator.

Can be run with horse power or 3 to 5 h.p. gasoline engine, depending on load.



RUMELY PRODUCTS CO.

(Incorporated)

Power-Farming Machinery

Toronto, Ont.; Winnipeg, Man.; Brandon, Man.; Regina, Sask.;
Yorkton, Sask.; Estevan, Sask.; Saskatoon, Sask.; Calgary, Alta.;
Edmonton, Alta.; Vancouver, B.C. 625

Calgary

L. B. Cravath, manager, M. Rumely Co., recently spent a few days in the north on business.

J. E. Tysoe, manager of the Edmonton office of Tudhope Anderson Co., paid a short visit to Calgary the latter part of May.

Alan M. Rae, of the auditing department of the Massey-Harris Co., made his regular visit to the Calgary branch the latter part of May.

W. G. Matheson, auditor for the Cockshutt Plow Co., and T. Cull, head of the collection department of the same company, for Western Canada, spent a few days in Calgary on their regular business visit.

There has been a very large immigration to Alberta this season, but the amount of new land being broken up will not be nearly so much as in former years, the general conditions and tightness of money being apparently largely responsible.

J. A. Brookbank, manager of Calgary branch I H C, took a short holiday in the south, visiting Dallas, Texas, with the special train of Albertans attending the big Shriners' Convention, Mr. Brookbank being one of the chief officials of the order in Alberta. He reports having had a splendid trip.

Collections are still very slow and money tight, and as a result all the companies are necessarily pushing a very active campaign, and on the other hand are all much more careful in the extension of credits, and none of the companies have anything like the staff of salesmen on the road that they had in former years.

The spring trade has been fairly good, although the sales of drills, engine gangs and plows have not nearly been up to former seasons, and as most of the companies provided for as much business, if not an increase, there is a fairly heavy stock being carried over. However, with the weather and crop conditions so favorable, both farmers and dealers are quite optimistic.

The two fine new wholesale implement warehouses being built in Calgary are making good progress at time of writing. The fine new structure of Massey-Harris Co. is built up to the top of the first storey, while the Cockshutt five-storey building has the structural portion practically completed, and the finishing of the interior is being pushed

as rapidly as possible. They expect to occupy the new building about the 1st of July.

Some of the chief officials of the J. I. Case T.M. Co. in Racine, Wis., were business visitors in Calgary recently on a tour of inspection of West Canadian branches. They were Messrs. Frederick Robinson, vice-pres.; W. W. Ramsay, general sales manager; and E. J. Giddings, sales manager. They were met at Edmonton by Mr. J. T. Atkinson of Calgary, manager for Alberta, and after visiting Edmonton and Calgary they proceeded west to Vancouver. In view of general conditions in the west at present they are very well satisfied with the amount of business secured by their western branches.

We are pleased to be able to report that crop conditions throughout Alberta are very satisfactory this season, and, generally speaking, farther advanced than has been experienced at this date for several years. Seeding commenced early, and while for some time the weather was cool and with considerable rain, the wheat seeding was all completed in good time and without any setback, the cool moist weather giving it an opportunity to root well. With the hot weather we are now experiencing (May 24th) it is getting away to a good start, and is showing a good growth above ground all over the territory. There will be a fair increase in the wheat acreage this season, and good progress is now being made on the later grains, such as oats, barley and flax, which, with the possible exception of flax, will also show a small increase in acreage.

Loose Radiator Caps

Radiator caps often have an unhappy knack of working loose, and it is no uncommon occurrence to see the front of the radiator around the filler covered with unsightly red rust. This is due to the velocity of the water circulation sometimes exceeding the capacity of the radiator or the steam that is generated by a temporary boiling of the water. If a gasket is made of red fiber, say 1-16 inch thick, and placed under the filter cap the latter will not shake loose, and, at the same time, the gasket will prevent leakage of water past the cap. It may happen that the overflow pipe has had a blow and blocked the passage.

Brandon

George White & Sons, manufacturers of Threshing machinery, have moved into their new warehouse and offices, which were rebuilt after the fire on their old site.

We are sorry to report the illness of Mr. James Graham, agent for Merrick Anderson Co., in Brandon, and trust that he will soon be able to be again at his old post.

The International Harvester Co. have had all their blockmen in Brandon, both for the McCormick and Deering, for the last two weeks, when they have been discussing together the different lines of machinery handled as well as having demonstrations in the field of their gasoline engines and plows. By this means they bring the men together and get information of the working of their machinery in the different parts of the country.

The Rocmac Paving Co., of Thorold, Ont., have decided to open a manufacturing agency in Brandon. Mr. Allan, their representative, is in Brandon and has secured options on land for a factory, and will confer with his directors as to the purchase of same. They have secured contracts from every large city in the West right out to the coast, and with the growing demand for their product in the development of the West, they expect that the factory will soon employ 100 men, and Brandon will be the base of supply for all points west of Kenora.

Our street car system is about ready for operation, and the Superintendent expects to have everything ready for a continuous operation the first week in June. Business in the implement line is very quiet at the present time, but with the prospect of a very bountiful crop it is expected that there will be a demand for harvesting machinery and haying machinery and wagons in the near future. Money is a scarce commodity, and the farmers are not yet able to get any accommodation from the banks. The weather has been all that could be desired for the growing crops, and the farmers say that the prospects were never better at the present time for a big return.

In Selling the Auto

To be enthusiastic about the car you sell you must believe in it. How can you believe in it unless you know it?

Knowing a car does not mean familiarity with its specifications. It means taking the specification book in hand and checking up each detail so you know exactly what is meant and whether or not the catalog exaggerates or understates. It means taking the plate off the transmission and getting a firm mental grip on every detail of its construction, the gears, the shafts, the bearings, the shifting fingers, etc. It means a similar study and thorough grasp of the

rear axle, the motor, the lighting and starting systems, if such are used.

Then it means asking for full information on any detail or part that you do not fully understand. When you have gone this far and have driven the car so that you know its economy, its power and its comfort, you are fortified to talk with anybody.

Sales often have been lost by lack of a ready answer regarding

some vital point of construction. The point is not that you are expected to tell the customer all the things you know, but, as you cannot tell what he will ask, you must and should be informed on every point that could possibly come up.—Motor World.

The man whose only recommendation for work is that he wants the wages will want work most of the time.

Your opportunity to cash in

Not in twenty years has the windmill been so thoroughly appreciated as the one real, logical, economical and lasting solution to the water problem. Not in fifty years has there been on the market a windmill so widely heralded as windmill perfection as

The Model 12

Star Windmill

2 PITMANS 2 GEARS 2

Mr. Dealer, here's your opportunity to cash in. With all the emphasis at our command, we advise you to sell A windmill. If you want to cash in BIG; if you want to get the bulk of the windmill business in your territory and if you want to do it with the clearest conscience, sell the Model 12 Star Windmill ^{pitmans} 2 _{gears} 2. It is our proudest windmill—our windmill masterpiece—in almost fifty years. Ask us to tell you why.



Flint & Walling Mfg. Co.

675 Oak St.

Kendallville, Ind.

WESTERN AGENTS AND DISTRIBUTORS—
Jackson Water Supply Co., Ltd., Calgary, Alta.
Revillon Wholesale, Ltd., Edmonton, Alta.
Brandon Pump and Windmill Works, Brandon, Man.
AGENTS FOR QUEBEC AND EASTERN PROVINCES—
R. Donaldson & Sons, 70 St. Henry Street, Montreal, Que.

Back Geared and Direct Stroke Steel and Direct Stroke Wood Star Windmills. Hoosier and Fast Mail Hand, Windmill and Power Pumps.

*Ask for
catalogue
and trade
discounts.*

Grain Cleaner Competition

A Novel Machinery Test

As we already reported in our April issue, the Association of the Canadian Industrial Exhibition will hold a Grain Cleaner Competition on July 10, 11 and 12, during the exhibition. When we consider the natural fertility of the soil of the prairie, combined with a brief and forceful growing season, we find that this is conducive to a large crop of weeds as well as of grain. It is, therefore, of the greatest importance that we must have seed grain that is well graded and absolutely clean.

The innovation of a Grain Cleaning Competition should focus the eyes of the farming community on this most important point, and to machine men it should be of the greatest interest

when we consider that this is the first competition of a like nature that has ever been held in the history of farm machinery and implements. The competition should bring together a great many manufacturers of grain cleaning machines, who by competitive trials will also benefit by this inauguration. It will stimulate the manufacturer in producing better and more mechanically efficient machines and will show the farmer just what the market has to offer in this class of machinery—also giving the dealer a mint of information in regard to the mechanical possibilities of different types of machines. We do not doubt that the ultimate result will be an increased demand for fanning mills and grain grading machinery. In order that the various types of machines may be placed in line, the following classification will be adhered to.

Division 1

Hand Cleaners—1-6 h.p. and Less
Class A—Wheat Cleaners.
Class B—Oat Cleaners.
Class C—Barley Cleaners.

Class D—Flax Cleaners.
Class E—General purpose Cleaners.

Division 2

Power Cleaners—2 h.p. and Less
Class A—Wheat Cleaners.
Class B—Oat Cleaners.
Class C—Barley Cleaners.
Class D—Flax Cleaners.
Class E—General purpose Cleaners.

Conditions

1. All entries must be in the allotted space by 9 a.m. Monday, July 7th.

2. Extra sieves, screens and parts should be housed in a convenient rack or case furnished by the manufacturer.

3. All machines must elevate the cleaned grain into a grain bag.

4. All machines must be provided with a belt pulley of the proper size to operate the machine from a six-inch pulley at 1,200 R.P.M.

5. Grain will be provided by the Exhibition Association for all testing. The grain will contain impurities, typical of our commercial grain.

6. Each entry is to be operated by a man furnished by the entrant, who shall also furnish any assistance needed by the judges.

7. Hand cleaners over-running the power specified will be penalized in proportion to the over-run.

Entries

1. All entries must be made on or before June 15th, 1913, and accompanied by the following entry fees:

Division 1

Class A	\$ 5.00
Class B	5.00
Class C	5.00
Class D	5.00
Class E	10.00

Division 2

Class A	\$ 5.00
Class B	5.00
Class C	5.00
Class D	5.00
Class E	10.00

2. Machines entered in Class E will be put through the same test as those of other classes.

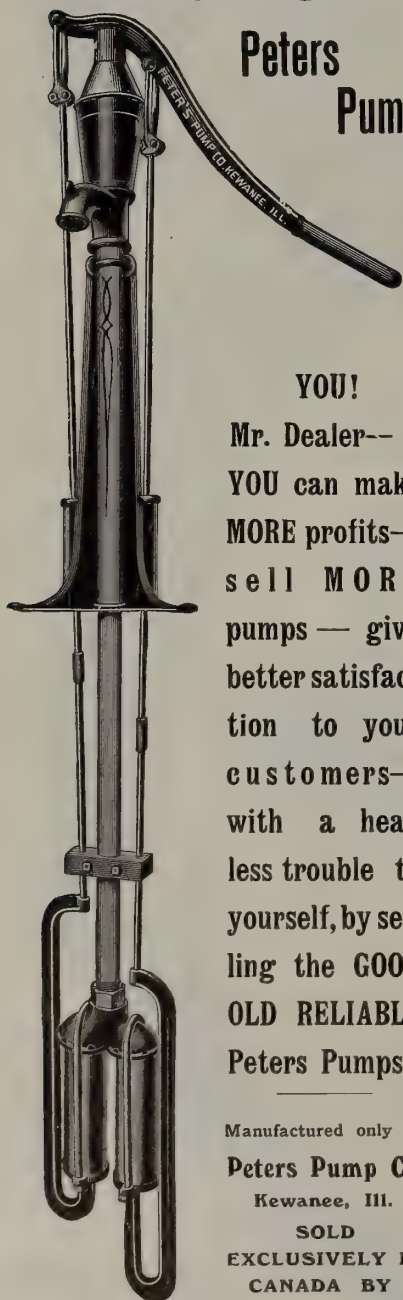
3. The same machine can be entered in as many classes as desired by entrant, but an entry fee must be paid for each class.

4. An affidavit must accompany all machines showing that they are stock machines (or new machines just being tried), and that the company is ready to fill orders for same at once.

Score Card (500 Points)

	Points
Efficiency	175
Cleaning	125
Grading	50
Capacity	175
Capacity, Power required for capacity	100
Design and construction	75
Price f.o.b. Winnipeg	150
Weight	10
Floor space	10
	15

The Only Original Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps—give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

SPECIAL ANNOUNCEMENT

EFFECTIVE JUNE 6th, 1913

New Service—New Route—New Equipment

"First Train" at 10.30 p.m.

WINNIPEG to FORT WILLIAM

THEREAFTER ON

Tuesdays, Thursdays and Saturdays

CONNECTING WITH STEAMERS

"HAMONIC" "SARONIC" "HURONIC"

OF THE

NORTHERN NAVIGATION COMPANY

ADVANTAGES OF NEW ROUTE

Patrons receive their stateroom keys from train agent before arrival at Fort William, thereby saving time. Ship stewards meet trains, assisting passengers and hand-baggage to steamers. All city ticket offices hold both steamer and boat space. Berths on sleepers are fitted with electric light. Trains run alongside steamers at both Fort William and Sarnia.



Rates, reservations, tickets and full particulars, City Ticket Office, 260 Portage Ave. Main 5378-7098. Union Depot (foot of Broadway), Main 3453-2826.

W. J. QUINLAN

DISTRICT PASSENGER AGENT, WINNIPEG

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

Gearing	5
Sieves	15
Quality and construction .10	
Methods of attaching	5
Screens	15
Quality and construction 10	15
Methods of attaching	5
Frame	15
Fan	10
Materials of construction	15
Hopper and feed regulations	10
Vibration or rigidity	15
General convenience of operations	15

500

Explanation of Score Card

The 500 points have been divided about in proportion to the value of the various headings—that is, 175 points have been given to efficiency, 175 to capacity, 150 to design and construction. The entry which bears the most efficient job of cleaning will be given the highest number of points, and then each entry which comes next will be given a number of points in proportion to the efficiency of its cleaning as compared with the machine which cleans the best. Likewise the same method will be followed out in grading, also capacity and power required per capacity.

Under design and construction the judges will allot a certain number of points to the machines which they feel are deserving of that number. For instance, a machine which probably has the smallest space per capacity will be given the highest number of points under the points allowed for floor space; then the machine which has the best type of gearings will be given the highest number of points, and other machines scored accordingly. This system of scoring will be followed throughout as per indication of the score card.

Plymouth Co. Increase Stock

At a special meeting of the shareholders of the Plymouth Cordage Co., it was decided to issue \$500,000 new capital stock at 150 per cent. This increases the capital stock of the twine company to \$3,500,000. The ratio of issue is one new share for each six shares now held.

The previous issue of new stock

was made in the fall of 1911, when 5,000 additional shares were offered for subscription in ratio of 1 to 5 at \$100 a share, payable in four instalments of 25 per cent each.

President Loring states that the additional capital is needed to take care of the very large increase in the Company's business, which has shown a gain of 30 per cent in the past two years. On the present capital of \$3,000,000 the Company now handles over \$10,000,000 business annually.

Rather than increase the capacity of the Company's plants the policy has been adopted of operating nights, on basis of 51 hours a week, compared with a 54-hour week by the day force.

A Biblical Specification

A travelling salesman, who sells threshing machines, has made himself remembered over his territory as the man who sells the fulfilment of an ancient biblical prophecy.

"Did you know," he says, "that our machine was prophesied more than twenty-five hundred years ago?"

The dealer is interested, of course, and the salesman then repeats to him the fifteenth, and the first half of the sixteenth verses of the forty-first chapter of Isaiah, which read: "Behold I will make thee a new sharp threshing instrument having teeth: Thou shalt thresh the mountains and beat them small, and shalt make the hills as chaff. Thou shalt fan them, and the wind shall carry them away and the whirlwind shall scatter them."

Twine and the Argentine

The Ministry of Agriculture in the Argentine Republic are earnestly studying a project for stimulating the development of the industry of the manufacture of twine for harvesters, and also material for the manufacture of bags. From experiments already made, it is known that quite a number of fibrous plants exist in the country which hold infinite possibilities for these purposes. Should the project be approved, premiums will be granted the factories and also freedom of customs duties on machinery, likewise freedom from taxation.

You cannot measure success by dollars and cents only—money is only a by-product of success.

A Final Word on Plymouth Twine



Right now you're thinking, "What's the quickest and cheapest way to market my twine—to keep my selling expense down and my profits up?"

If you've ordered *Plymouth Twine* and have your Plymouth advertising ready for use, the answer is plain: "Talk one and use the other."

If you haven't ordered your twine, haven't done any advance work, Plymouth Twine and Plymouth advertising will overcome your handicap as nothing else can.

Plymouth is the best known twine the world over. There's a steady demand for it because it *satisfies*. The advertising will focus the demand in *your* locality on *your* store.

Mail this page to our distributors with your order and *your* advertising will be handled "*rush*."

Plymouth Cordage Co., North Plymouth, Mass.

Canadian Distributing Agents

W. G. McMAHON
(Representing Lindsay Bros.)

WINNIPEG, MAN.

HOBBS HARDWARE CO.

TORONTO, ONT.

Every Plymouth dealer means a dealer satisfied with his twine connection.

I H C Statement for 1912

Advance in Profits: Increased Sales

The annual statement of the International Harvester Company, for the business done during 1912, was made public on May 19th. We give, herewith, a few of the most important facts and figures in the Company's statement, in all cases, in quoting money statements, excluding fractions of a dollar. The statement shows that the net profit for 1912 was \$16,395,597. The net profit for 1911 was \$15,521,397; showing an advance in net profit of \$874,200.

From the net profit for 1912 must be subtracted a 7 per cent dividend on the preferred stock, amounting to \$4,200,000; also a 5 per cent. dividend on the common stock, amounting to \$4,000,000—making a total in dividends paid of \$8,200,000.

The gross earnings, after deducting ordinary repairs and maintenance, experimental, development and patent expenses, administrative and general expenses, interest on loans, etc., were \$126,518,237. From this the following deductions were made: Cost of manufacturing and distributing \$98,088,042; repairs and maintenance, \$3,241,255; renewals

and minor improvements, \$776,358; experimental, development and patent expenses, \$746,147; administrative and general expenses, \$740,390; interest on loans, \$2,372,307; appropriation for fire insurance, \$250,000; reserve for pension fund, \$250,000; reserve for industrial accident fund, \$250,000; reserves for plant depreciation, etc., \$2,308,137; reserves for contingent losses and collection expenses on receivables, \$1,100,000.

The total of these deductions—\$110,122,640—subtracted from the gross earnings as given above, leaves the net profit as stated.

Sales for 1912

The volume of total sales increased 16 per cent over 1911. Favorable crop conditions resulting in exceptionally large crops, not only in America, but also generally throughout the world, created an increased demand for the harvesting and tillage products of the Company. The sales of these products show a gain of 12 per cent. in the United States and 23 per cent in the foreign countries over the sales of 1911. The increase effected in net earnings, however, was not propor-

tionate to the gain in volume, owing to the reduction in selling prices of the Company's principal lines.

The foreign trade has increased five fold in the ten years of the Company's operation, increasing from \$10,400,000 in 1902 to \$50,900,000 in 1912. It now exceeds 40 per cent of the total business of the Company, and contributes more than proportionately to the net earnings; while the domestic sales of harvesting machinery and twine in 1912 were less than one-third of the total business.

The grand total sales for 1912 amounted to \$125,438,104. The cost of manufacturing and distributing this output amounted to \$98,088,042. The following figures show the volume of sales for the past three years:

Total Sales		
1912	1911	1910
\$125,438,104	\$108,033,595	\$101,166,358
Surplus		

The surplus account at the end of 1911 showed a balance of \$23,390,946, to which, when the difference between the net profit of 1912 and the dividends paid during the year are added, makes the total surplus at the close of 1912 \$31,586,544. This surplus represents the balance of net earnings of the business after deducting dividends.

Receivables

The combined balance sheet shows farmers and agents' notes to the amount of \$62,437,389, and other accounts receivable to the amount of \$22,761,854—a total of \$85,199,243. At the end of 1911 the receivables amounted to \$69,751,421; therefore we have an advance in this respect amounting to \$15,447,822.

Assets and Liabilities

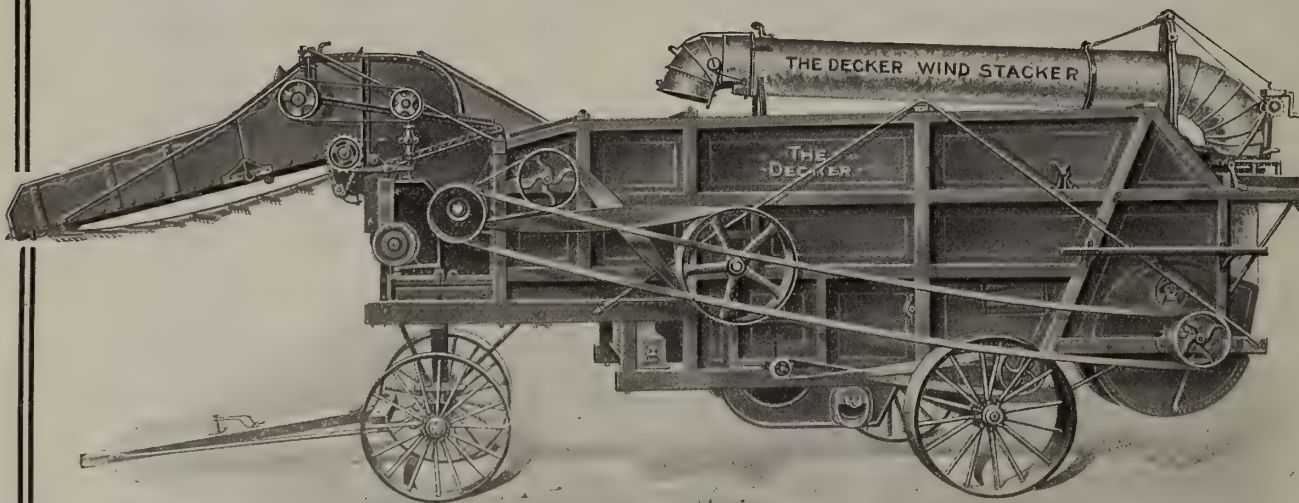
The combined balance sheet shows total assets at the end of 1912 as \$242,920,543, compared with \$223,724,555 at the end of 1911. The liabilities show preferred stock as being \$60,000,000, common stock, \$80,000,000; purchase money obligations, \$296,000; current liabilities—bills payable, accounts payable, stock payable—as \$48,997,334; reserves, \$22,040,665. To this is added the surplus, \$31,586,544, which balances the statement for assets and liabilities. By adding together purchase money obligations, bills payable, and accounts payable, we find that the total current liabilities of the Company at the end of 1912 were \$49,293,334, the total current liabilities at the end of 1911 being \$42,182,571—an increase of \$7,110,763.

The net working capital of the Company, at the end of 1912, was \$112,685,842, an increase over 1911 of \$9,450,059.

Inventories

Inventories by the Company are taken at the close of harvest, and at the plants on Sept. 1st. Raw materials, work in process and finished products on hand are valued at cost, or at market value as at Dec. 31, 1912, if lower. The value of material at harvester works on Sept. 1st, 1912, amounted to \$14,670,746; while work in process of manufacture, finished machines, repair parts and twine, totalled \$29,142,324. From this is deducted \$5,447,326, being the manufacturing cost of shipments between Sept. 1st and Dec. 31st, leaving a total of \$23,694,998. The value taken at agency warehouses, transfer points on the territory, etc., totalled \$23,343,798, while at ore mines, furnaces and steel mills it came to \$1,553,550. The stock at sawmills—lumber, logs, stores, etc.—represented \$298,973. With the addition of advertising supplies, stationery and material purchases, between Sept. 1st and Dec. 31st, the total inventory of the Company for 1912 comes to \$75,060,215.

THIRTY-EIGHT YEARS' EXPERIENCE



All these years we have been manufacturing the famous "Decker" line of Threshing Machinery. Engines of 18, 20, 22 and 25 h.p. Boiler pressure 175 lbs., "Decker" valve action is superior to all others, while our heavy gear drive is unexcelled for heavy work. Plowing engines a specialty.

"DECKER" SEPARATORS are made in the following sizes: 24-46, 28-50, 32-54, and 36-60.

Ease of operation makes them ideal for gas power driving. Simplicity, efficiency and convenience in handling are the main features in their construction. Wind Stackers, Feeders, Baggers and a full line of thresher supplies carried.

WRITE FOR CATALOGUE

AGENTS WANTED

The **Macdonald Thresher Co., Limited**

Western Branch: WINNIPEG, MAN.

Box 1296

Head Office and Factory: STRATFORD, ONTARIO

Repairs and Maintenance

The total expenditure of this character for repairs, renewals and maintenance, amounted in 1912 to \$3,690,228, compared with \$3,488,949 in 1911.

Fire Insurance

The Company carries a reasonable portion of its own fire insurance. The risk is at present limited to plant and inventory valuations not exceeding \$400,000 at any one location. A special appropriation was again made to the Fire Insurance Fund out of 1912 earnings — amounting to \$250,000. The total fire insurance fund for 1912 comes to \$2,678,080, from which was deducted a fire loss for the year of \$65,141, leaving a balance of \$2,612,939.

Contingent Reserve

Assuming a continuance of present credit methods, and the same proportion of forward sales, the Company consider it advisable to gradually establish a contingent reserve for deferred profits on forward sales. Theoretically and technically, a profit is earned when a sale is made; but when the actual realization of the profit on certain sales is deferred a considerable time beyond the close of the financial year, a contingent

fund is necessary to meet these conditions. The provision in this respect for 1912 was \$500,000, leaving a total contingent reserve fund of \$3,000,000.

Collection Expenses

In the harvester business, where long credits in some lines have to be extended the farming community, conservative management adopts the principle of providing currently for such a reserve. The balance of reserve for collection expenses carried over from 1911, was \$1,000,000—to which was added \$100,000 during 1912; total \$1,100,000.

Property

Under this heading we find the total value of the Company's properties in the U.S. and foreign countries, also mines, agency warehouses, etc., to be \$79,265,617.

Pension and Accident Fund

The Company has expended during the year nearly half a million dollars for welfare features affecting the working conditions, comfort, health, and lives of its employees. This sum embraces the following items:

Compensation for accidents, \$135,298; contributions to Employees Benefit Association, \$68,

186; pensions to aged and disabled employees, \$31,765; accident prevention, \$82,988; medical and anti-consumption campaign, \$55,080; sanitation, etc., \$66,224; education, etc., \$55,891—a total of \$495,434.

The Company has abolished night work for women at all its plants—employing men only on night shifts. It has established an eight-dollar minimum weekly wage for all women workers, as being a step towards the suppression of vice and immoral living due to a low wage scale. A Saturday half holiday throughout the entire year is given at all the factories in the United States—no reduction in wages being made.

Since the formation of the Company in the fall of 1902, the average wages paid its Works' employees in the United States have increased 32 per cent.

A Novel Tractor

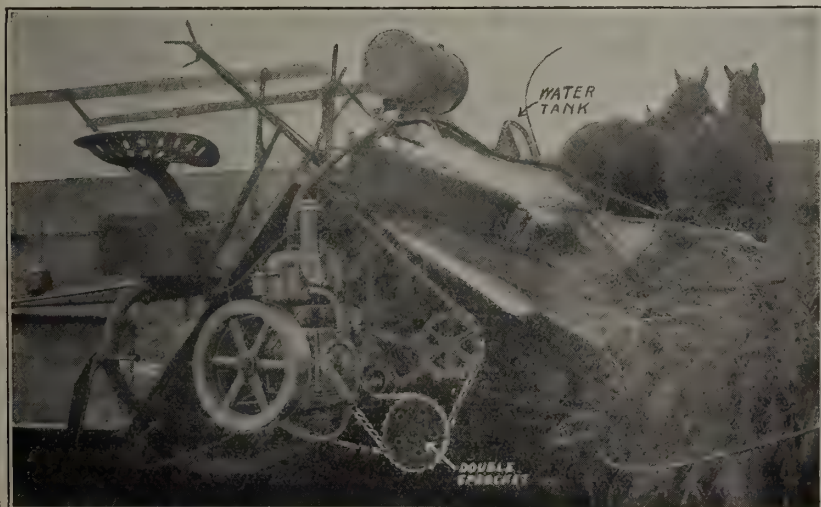
A firm in Detroit, Michigan, have produced a light tractor that possesses many novel features. Chief among these is the fact that the control of the tractor is effected by means of reins very much after the order of driving

a team of horses. The steering is accomplished by a pull on either the right or left rein, which connect the engine, by a special friction clutch, with the steering gear. A very slight pull, it is said, is all that is necessary to make a complete turn, and a pull on both steering reins simultaneously releases the main clutch in the engine fly wheel, thus stopping the tractor instantly. The third rein is used only to shift the gears from neutral to forward or back. The rein control is original with this make of tractor, and its manufacturers state that it is so simple that a person unfamiliar with the machine can acquire perfect control.

The main frame of the tractor is a semi-steel casting, and being a unit of the whole makes a very rigid design. The engine is a four-cylinder four-cycle long-stroke motor built to stand hard service, and especially designed for fuel economy, which is one of the principal features claimed for the outfit. It is of the "L" head type, and is oiled by a positive plunger system with constant oil level, all enclosed within the crank case of the engine. All gears (with the exception of the bull gears, and their pinions,

CUSHMAN! CUSHMAN! CUSHMAN!

4 H.P. 4-CYCLE



A Harvest Field near Dauphin, Man., Showing Farm Cushman Operating a Binder

ENGINES THAT SELL AND STAY SOLD

Send for Literature on our 4, 8, and 20 Horse Power
Light Weight High Power Gasoline Engines . . .

Cushman Motor Works of Canada

LIMITED

210 Chambers of Commerce

WINNIPEG



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well-known, widely advertised

HART-PARR OIL TRACTORS

Our 60 B. H. P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers. Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water or coal troubles. Uses cheapest **kerosene** for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT

Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie.
63 West 23rd St., Saskatoon, Sask.
1622 8th Ave., Regina, Sask.

The Chapin Co., 331, 8th Ave. West, Calgary, Alta.



which are semi-steel) are cut from high carbon steel. The engine is cooled by means of a radiator of special design, and is of the vertical type. The power plant of the tractor is slung upon the frame that runs on two wide driven wheels. This connects by a heavy tube with the rear carriage, on which the operator sits—the carriage being mounted on two low wheels. The engine has a 20 h.p. rating, and gives the tractor two speeds, $2\frac{1}{2}$ and four miles respectively.

Dominion Fair at Brandon

The Dominion Fair at Brandon promises to be an exhibition that will be memorable in the annals of Western Canada. It is to be held from July 15 to July 25 inclusive, and the directors feel confident that attendances will attain their fullest expectations. For such an event as the Dominion Fair Brandon is ideally situated, occupying as it does the focal point of an immense farming and stock-raising district. The fair grounds have been greatly enlarged for this year's exhibition, and new display and live stock buildings give greatly increased accommodation. A magnificent new grandstand fronts a race track that is considered to be one of the best in Western Canada. During

the Fair a comprehensive programme of speed events will be run off, \$20,000 being the sum allocated for this class of sport. The majority of the finest trotters and pacers that are doing the West Canadian Racing Circuit will be present, and some exciting events should be seen for those who have an interest in horse racing. The large sum of \$50,000 will be expended in prize money, covering classes for all breeds of cattle, horses, sheep, swine, poultry, dairy produce, horticulture, buttermaking, fine arts, educational work, etc. The beautiful fair grounds will be arranged for the pleasure and accommodation of the public, while the manufacturer will find ample space for his goods. A large and finely situated location is laid apart for the exhibiting and running of heavy agricultural machinery. Bands will be in attendance daily, while clever artistes are engaged to provide platform attractions. Aeroplane flights will be made daily, and a display of fireworks given every evening.

The electric street railway will be in operation on June 1st, so that a street car railway will take visitors to Brandon directly to the grounds, while the C.N.R. also will run special trains for the accommodation of the public. Reduced rates to the Dominion Fair are granted from all parts

of Canada, while special excursions will be arranged. As a holiday, or as a business trip, a visit to Brandon during the Dominion Fair Show, should prove to be of the greatest interest to everyone who finds opportunity to be present. Up-to-date, progressive and pushing Brandon will produce a Dominion Fair that will be a credit to the city and a satisfaction to the directors of the exhibition.

Reorganization of Rumely Co.

We have recently received a communication from the M. Rumely Co., of La Porte, Ind., in which they notify the trade of considerable changes in their widely known organization.

Clarence S. Funk has been elected President of the Company and is to take direct charge of its business, the office of General Manager having been abolished. Mr. Funk has received assurances of cordial support from all of the elements in the Company.

The Board of Directors has been organized so that a majority of its members represent the interests who are financing the Company's requirements. An Executive Committee has been appointed, consisting of President Funk, James A. Patten, Elisha Walker of William Salomon &

Company and John H. Guy, the recently elected Vice-President in charge of finance. The Finance Committee consists of President Funk, Elisha Walker and Max Horwitz of Hallgarten & Company. Messrs. William Salomon & Co., and Hallgarten & Co., and others interested in the Company have agreed to provide upon unsecured notes \$2,000,000 for additional working capital.

The Company has also arranged with banks in New York and Chicago for the necessary lines of credit to cover its seasonal borrowing. These arrangements, it is believed, adequately provide for the financial requirements of the Company for the present season.

The Board authorizes the announcement that the subject of dividends upon the preferred shares will not be taken up until the outcome of this year's business is known.

Mr. Funk, the new President, is one of the country's leading manufacturers of agricultural implements. He has been connected with the International Harvester Company since its organization and for the past six years, which has been the period of the Company's greatest success and development, he has been its General Manager, which position he resigned to accept this new office. Mr. Funk's acceptance of the Presidency of the M. Rumely Company follows an investigation of the conditions of the Company in which he has taken an active part.

Mr. Funk's whole lifetime has been spent in the agricultural implement business, of which he is probably the foremost figure today. It may be confidently expected that under his guidance the M. Rumely Company will attain a leading position in the implement field during the next decade.

His policy will be to use the personnel of the present organization. In his own words, he has said that no strong organization can be built by taking away men from competing companies or from other fields of work, but that each company must train and build up its own corps of executives. His success in the Harvester Company is attributed to his ability to utilize the personnel of that Company and co-ordinate their activities so as to obtain the best result.

In the Board of Directors as now composed, three places were given to the new interests associating themselves with the Company. The new Directors are C.



The Reason Why

there are more **McLaughlin-Buick** owners in Western Canada than all other Canadian-made automobiles combined, is worth investigation. Furthermore, there are more McLaughlin-Buick owners in Western Canada than any four United States cars (costing over \$1,000) combined. And the reason is

— **Reliability,** —
Dependability & Quality

Mechanical perfection, backed by the **McLaughlin** guarantee and a **Service** organisation extending from coast to coast, means satisfaction for the customer and business for the agent. Our 1913 Model is the last word in auto design. Electric lights and electric starters, demountable rims, non-skid tires, tasteful and stylish bodies, they appeal to every autoist.

Two Roadsters—Three Touring Cars. Prices \$1,250 to \$2,500.

WRITE FOR CATALOGUES AND PRICE LISTS.

McLaughlin Carriage Co., Limited

Showrooms:
204-212 Princess St.

Winnipeg

Garage:
275-277 Maryland St.

Western Canada Branches—REGINA, MOOSE JAW, SASKATOON, CALGARY, EDMONTON and VANCOUVER.

S. Funk, Paul D. Cravath and Heman Gifford. Of the old Rumely group Messrs. James A. Patten, A. J. Rumely and E. A. Rumely remain, with C. A. LaFever representing the Battle Creek interests and C. P. Holton those of the Richmond stockholders. In addition, Elisha Walker, John H. Guy and Max Horwitz represent the banking interests.

Fully Qualified

A lumber company in the southern states advertised for a stenographer recently. One reply that they received was of a humorous nature, and some of the qualifications of the applicant certainly have little connection with the regular duties of a stenographer. The application read:

"Gentlemen:—Yours of the 8th inst. to hand. In answer to your questions will state that I am a first-class 'Remington' and 'Smith Premier' operator with a speed of 100 words. Stenographic dictation about 160 to 170 words per minute. Not having given you full information as to my capabilities in my letter of application, I beg to put them before you now: "I am forty-two years old. Have had twenty-three years of active business experience, being connected with the British Embassy in Madagascar, and feel confident that if you will give me a trial I can prove my worth to you. I am not only an expert biographer, proficient stenographer, linguist, expert telegraphist, and erudite college graduate, but have several other accomplishments which may make me desirable.

"The light duties which you enumerate in the capacity of stenographer, indexing clerk, mimeograph operator, stable boy and office porter would not, I am afraid, keep me busy, and would not be enough to keep me from getting home sick. I am an expert snow shoveler, a first-class peanut roaster, have some knowledge of removing superfluous hair and have a medal for reciting 'Kirkcaldy Shall Not Ring Tonight.' Am a skilful chiropodist and a practical farmer—can cook—take care of horses—crease trousers—open oysters—repair umbrellas—can chairs—and am also the champion plug tobacco chewer of Louisiana. My spitting record is 38½ feet.

"Being possessed of great physical beauty, I would not only be useful but ornamental as well, lending to the sacred precincts of your office that delightful charm that a satsuma vase or a stuffed

billy goat would. My whiskers being extensive and luxurious, my face would be useful as a pen wiper and feather duster. I can, after office hours, take care of the children and prepare them for bed—and, having the use of the pony cart, could act as public dog catcher on my way to and from the postoffice.

"As to salary, I feel that I would be robbing the widows and the orphans if I were to take advantage of your munificence by accepting the fabulous sum of \$50 per month, and would therefore be willing to give my services for \$45, thereby giving you the opportunity of not only increasing your donation to the church, but also enable you to endow a free bed to the dogs' home.

"Really, gentlemen, your unheard of bounties border on the

supernatural, and to the unsophisticated must appear like reckless extravagance.

"By the way, I might ask if it would be objectionable if I should practice on the cornet in the office during my leisure moments? Hoping this will appeal to you, and that you will further consider my application."

Prizes for Gasoline Substitutes

The British Society of Motor Manufacturers and Traders has offered a prize of ten thousand dollars for the discovery of a volatile fuel suitable for use in combustion engines, that will be a substitute for gasoline. A number of other prizes have also been offered by the International Association of Recognized Automobile

Clubs, which represents the motoring interest of about every civilized country on the globe. The restrictions of the contests are simple:

The fuel must be suitable for existing internal combustion engines. It must be readily procurable and less expensive than gasoline.

Andy Cairns has bought out the implement store at Netherhill, recently owned by C. R. Torgeson.

Emphasize the fact that a wagon needs to be good, strong and substantial. It works anywhere from nine to twelve months in the year, and gets from nine to twelve times the wear that the rake, mower or binder does. A cheap wagon is a costly proposition.



Avery Undermounted Steam Engine and Avery "Yellow-Fellow" Separator.



Avery "Light-Weight" Gas or Oil Tractor and Avery "Yellow-Fellow" Separator.

Sell a Line of Threshing and Power Farming Machinery That Has Quality of Work and Durability GUARANTEED

One of the important things to you in selling a machine is the question of how the company will stand back of its machines after you sell them.

It's the policy of the Avery Company to stand right square back of its machines, and to give you positive evidence of that fact, we have made definite guarantees which you will find in our printed matter. Some of these guarantees are given below. Read them carefully. They are right straight from the shoulder. These guarantees put the Avery Company squarely behind every Avery machine to which they apply.

Guarantee on Avery Double Undermounted Steam Engines:

"All Avery Undermounted Engines are warranted for one year, or longer, against leaky cap screws attaching any brackets to the boiler, any defects of such nature will be made good free of charge."

Guarantee on Avery "Yellow-Fellow" Separators:

"The Separating Device will shake out 99 52-100 per cent or more of the loose grain that is in the straw, the grain to be dry and in fit condition to thresh. When desired we will submit the machine to test."

Guarantee on Avery "Light-Weight" Tractors:

"We guarantee against breakage for a period of one year following the date of purchase, all gearing and shafting, including crank shaft, broken during any usual use of the Tractor, and will replace any broken parts free of charge."

When you sell an Avery machine you know positively that the Avery Company will stand behind it. That's what you want when you sell a machine. Write today for the complete Avery Agents' proposition for your territory.

CANADIAN AVERY CO., LTD.
SUCCESSORS TO

HAUG BROTHERS & NELLERMÖE CO., LIMITED
WINNIPEG AND REGINA

The John Deere Catalog

Away back in 1837 John Deere, at his little forge, produced the first steel plow that the world ever saw. That plow is still in possession of the John Deere Plow Company, and gazing at the original plow we realize the great advance that has taken place in plow making between 1837 and 1913. From a production of three steel plows in 1837, we find that in 1912 Deere and Company produced 400,000 plows and kindred tools. From the largest steel plow plant in the world this mammoth concern produce two implements every working minute in the year, and 2,000 men are employed, the majority of whom are skilled workmen and experts in plow building. The product of these factories—the John Deere plow—is too well known for us to make any comment upon it, or upon the great founder of the business—but the line lives and the goods are better than ever. We find them wherever

the soil of the earth is tilled. We have recently received the general catalog of the John Deere Plow Company, a publication that covers the full line of the concern. It is produced from the Winnipeg branch, and is assuredly a credit to its compilers. Containing nearly 300 pages, it is printed on paper of fine quality, while it is profusely illustrated by photographic reproductions, clean cut and attractive. Many of the illustrations are excellent examples of color work—showing the finished paint colors and stripe tints of the plows, while the full page group scenes of plows in operation are tasteful and most artistically gotten up. A few of the implements described and illustrated along with many detail views of their individual parts, are: cultivators, binders, corn planters, disc harrows, disc and engine plows, eveners, feed cutters and mills, grain cleaners and elevators, harrows and harrow carts, hay tools of every description, walking plows, road-making

machinery, potato machinery trucks, vehicles, wagons, etc. As a valuable adjunct to the library of the implement dealer this general catalog of the John Deere Co. should find great acceptance at the hands of the implement fraternity.

They Say

It is more MEN that the world wants, and not more systems.

In the long run, men hit only what they aim at; therefore, though they should fail immediately, they had better aim at something high.

To rest content with results achieved, is the first sign of business decay.

Don't be content with only never falling, but in rising each time we fall.

Don't be content with only doing your duty, do more than your duty. It is the horse that finishes a neck ahead, who wins the race.

It is not the spurt at the start, but the continued, unrelenting and unrelenting advance, that wins the day.

Success in life is not so much a matter of talent or opportunity, as of concentration and perseverance.

Nothing will ever be attempted, if all possible objections are overcome.

The best lessons a man can learn are from his own mistakes.

Aspinwall Co. Enlarge Factory

The Aspinwall Manufacturing Co., Jackson, Michigan, makers of potato machinery, have closed contracts for additional room, doubling the capacity of their blacksmith shops, steel rooms, etc., and adding a large extension to the present warehouse. The increased demand for Aspinwall machinery has necessitated this action on the part of the company, who report an excellent season in all respects.



WINNIPEG

JULY 8-16

Send your entries for the biggest and best
year of the West's biggest and best

LIVE STOCK SHOW

In all classes in every section,
except dogs

ENTRIES CLOSE JUNE 21st

\$75,000 IN PRIZES

PURSES AND AMUSEMENTS

HUGE AGRICULTURAL MOTOR CONTEST

Every farmer should see this the greatest contest of its kind in the world. Highly instructive — of tremendous educational value to all.

ORIGINAL GRAIN CLEANER CONTEST

The first fanning mill contest ever held. Perfection in Grain Cleaners means no docking at the elevators. This contest will show you the best grain cleaner on the market.

FRONTIER DAYS EXPOSITION

The finest and best attraction to be seen in the West this summer. Nothing to equal it, Bucking bronchos, outlaw horses, thrilling Indian scene. Come and see the cowboy at home.

Sir WILLIAM WHYTE
President

F. J. C. COX
Vice-President

W. H. EVANSON
Treasurer

A. W. BELL
Secretary

1913

MADE IN CANADA EXHIBITION TOUR

**Come See
What Canadian Workmen
are Making**

This is the most realistic demonstration of Canada's advance to leadership in manufactures. What the Agricultural Shows prove of the Dominion's pre-eminence in the fields—the Made-in-Canada Exhibition Train does for her development in the factories.

10 CARS FULL OF INTERESTING EXHIBITS

From the leading Canadian Manufacturers we have gathered exhibits of what is newest and best for farm and home. Just a walk through the train will be an education and delight. Make especial note to see the exhibit of Produce from the Mixed Farming Districts of Ontario.

EVERYONE WELCOME

ADMISSION FREE

The Made-in-Canada Tour was a tremendous success last year in every town on the route. Don't miss it this year. It has been improved in many ways.

MAKE THE EXHIBITION A FAMILY HOLIDAY

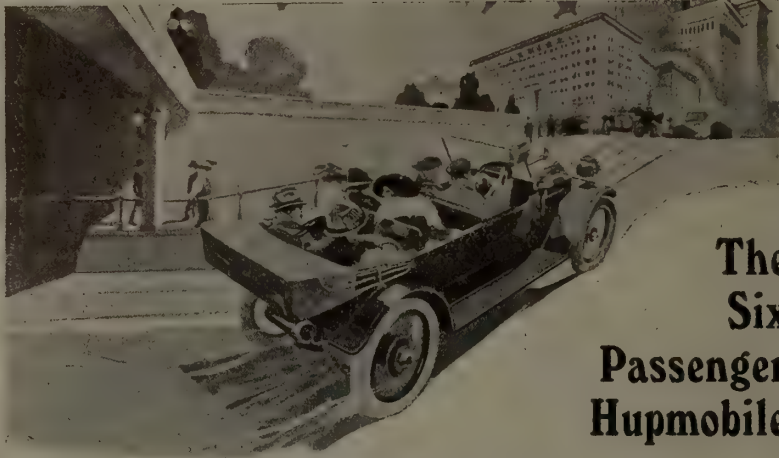
There will be FREE MOVING PICTURES and LANTERN SLIDES. Nearly 100 Fascinating Exhibits.

DON'T MISS THIS UNIQUE TREAT

TIME TABLE

June 11, MACKLIN,	" 19, LANGHAM	" 26, UNITY
" 12, LUSELAND	" 20, RADISSON	" 27, SCOTT
" 13, KERROBERT	" 21, NORTH	" 28, BIGGAR
" 14, PLENTY	" 22, BATTLEFORD	" 29, ASQUITH
" 15, ROSETOWN	" 23, BATTLEFORD	" 30, WATROUS
" 16, BOUNTY	" 24, LASHBURN	" 31, NOKOMIS
" 17, CONQUEST	" 25, LLOYDMINSTER	" 1, SEMANS
" 18, OUTLOOK	" 26, VERMILION	" 2, KELLIHER
" 19, HAWARDEN	" 27, VEGREVILLE	" 3, MELVILLE
" 20, ELBOW	" 28, HILLIARD	" 4, YORKTON
" 21, TUGASKE	" 29, LAMONT	" 5, CANORA
" 22, BROWNLEE	" 30, FORT	" 6, KAMSACK
" 23, KEELER	" 31, SASKATCHEWAN	" 7, TOGO
" 24, LUMSDEN	" 1, EDMONTON	" 8, ROBLIN
" 25, CRAIK	" 2, CAMROSE	" 9, GRAND VIEW
" 26, DAVIDSON	" 3, NEW NORWAY	" 10, GILBERT PLAINS
" 27, HANLEY	" 4, MIRROR	" 11, DAUPHIN
" 28, DUNDURN	" 5, ALIX	" 12, GLENELLA
" 29, SASKATOON	" 6, TOFIELD	" 13, GLADSTONE
" 30, ROSTHERN	" 7, HOLDEN	" 14, PORTAGE
" 31, DUCK LAKE	" 8, VIKING	" 15, La PRAIRIE
" 1, PRINCE ALBERT	" 9, WAINWRIGHT	" 16, WINNIPEG, (Unload)





The
Six
Passenger
Hupmobile

A LONG-LOOKED-FOR

Car, of moderate price, that will hold the whole family is the Six-Passenger "32" Touring Car. Its added carrying burden is well within the power and capabilities of the long-stroke motor.

This car realizes the social possibilities of motoring in a manner hitherto not to be found except among the more expensive makes.

Price \$1430 Fully Equipped
F.O.B. Windsor, Canada

Joseph Maw & Company, Ltd.
WINNIPEG

Distributors for Western Canada



Best Service at
Lowest Possible Cost

If you protect yourself against loss by the burning of your buildings, the death of valuable live stock from accidents or disease and against the destruction of your growing crop by hail, you are insured against practically every form of adversity encountered in farming.

When any such misfortune overtakes you, your insurance policy enables you to promptly "cash in" and repair the loss. We write

Fire Insurance

Live Stock Insurance

Hail Insurance

under policies free from hampering conditions, giving the best service at lowest possible cost, always. The same men insure with us year by year in appreciation of our fair rates and just methods. Our extensive organization operates to the benefit of clients in many ways. We introduce from time to time features of great benefit to policyholders.

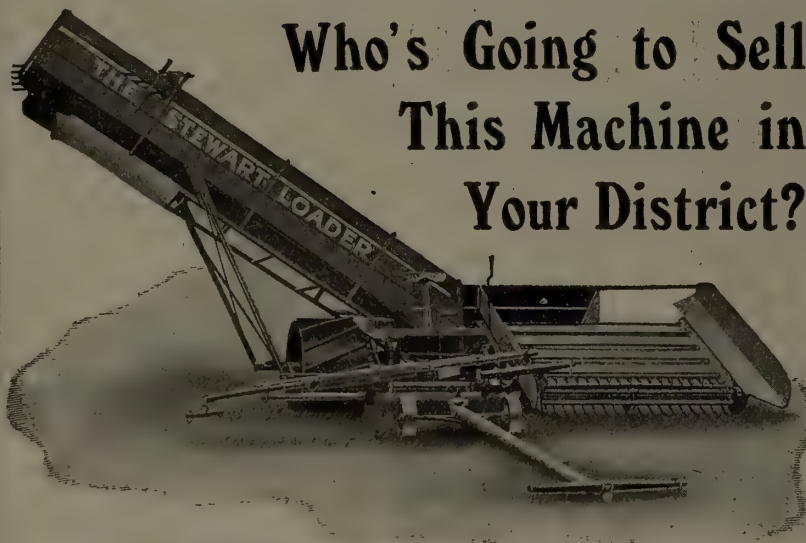
For information write any of the Companies shown above, see one of our 1600 Local Agents, or consult

INSURANCE AGENCIES, LIMITED

WINNIPEG
BRANDON

REGINA
SASKATOON

CALGARY
EDMONTON



Who's Going to Sell
This Machine in
Your District?

We will dispose of a thousand Stewart Sheaf Loaders this year and lots of our Agents will make even bigger money handling them than last year. The

Stewart Sheaf Loader

is now well introduced. There are over five hundred of them scattered throughout the West, each one advertising for us better than columns of print. Easy to sell—satisfies buyers—good turnover—liberal profit—there's the proposition in few words.

We are open for correspondence from good dealers. Booklet sent on request.

Stewart Sheaf Loader Company, Limited
804 Trust and Loan Building :: Winnipeg, Man.

Every Agent and Car Owner

should investigate

Peerless Punctureless Filler

A preparation of PROVEN WORTH and
UNPARALLELED SUCCESS

Peerless Filler eliminates punctures, blowouts, inconvenience and labor. It lengthens the life of casings and reduces tire bills by 50 per cent.

Peerless Filler has proven a success (not an experiment) under every possible road condition and adds to the utility and pleasure of autoing.

Peerless Filler is sold under a liberal and strong guarantee and deserves a trial by every car operator.

Every Live Agent will handle Peerless Filler because it will make him money and increase patronage to his business. Write today stating territory and we will show you in actual figures what this line will mean to YOU.

ADDRESS:

PEERLESS SALES CO., LTD.
247 Main Street :: WINNIPEG

CANADIAN FARM IMPLEMENTS

VOL. IX., No. 7.

WINNIPEG, CANADA, JULY, 1913.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents



UNION BANK OF CANADA

Established 1855

HEAD OFFICE - - - - - WINNIPEG

Paid-up Capital..... \$ 5,000,000
Ret and Undivided Profits..... 3,300,000
Total Assets, over..... 69,000,000

Hon. President—HON. JOHN SHARPLES

President—JOHN GALT

Vice-Presidents

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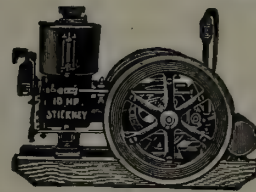
W. SHAW

This Bank, having over 290 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg Branch: D. M. NEEVE, Manager; F. J. BOULTON, Assistant Manager.

Stickney Gasoline Engines ARE THE BEST

No. 98



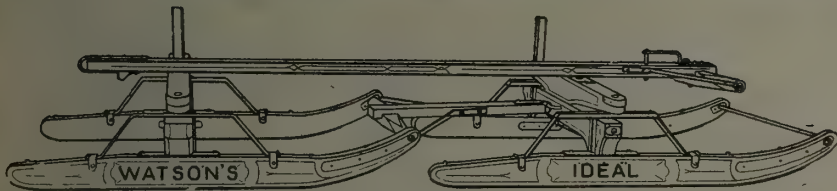
The Cheapest Engine

The "Heavy-Duty" STICKNEY is the cheapest engine to buy. Not because it costs less at the start—but because it costs less per year, for its many years satisfactory service.

The STICKNEY is designed and built to last a life-time.

Ontario Wind Engine & Pump Co. Ltd.
TORONTO - WINNIPEG - CALGARY

Watson's Ideal Sleighs



Strong!—More and heavier steel is used for rods, braces, raves, etc., than on other makes.
Durable!—Only the best seasoned and straight-grained wood is used for runners, benches, poles, etc.

Cast Shoes!—Of a special patented design of our own, greatly superior to any other.

Well Finished!—Painting, striping, varnishing done thoroughly and attractively.

Light Running!—Runners are shaped so that the point of contact is directly under bench. They will ride on top of road. No skidding.

Having patent trussed bench—will not sag or break.

Shipments made from Factory: Winnipeg, Brandon, Saskatoon, Regina, and Calgary.

Made in all sizes, steel and cast shoeing. Note the trussed bench, an exclusive feature on the Watson Sleigh. They are made of first class material throughout and are heavily ironed.

Light Sleights for One or Two Horses.

All Styles of Heider Eveners.

WHEN IN WINNIPEG FOR THE FAIR COME AND SEE US.
OUR LINE WILL INTEREST YOU.

John Watson Mfg. Co.
LIMITED

COR. CHAMBERS ST. AND HENRY AVE., WINNIPEG



THE LARGEST LINE

OF

GRINDERS

IN CANADA

In sizes to suit any power. These cuts show three classes.

549, for use on the Farm. Three sizes.

550, Farm use or Custom Work (stationary or for moving from place to place).

551, Attrition Mills for Elevators, Custom Mills, etc. Finest work and greatest capacity. We have just what you need in these "Rapid-Easy" Grinders—which do more work with same power than others. Information, circulars, etc. upon request.

Sole Agents:

John Deere Plow Co., Ltd.

Winnipeg, Regina, Calgary, Lethbridge, Edmonton, Saskatoon.

J. FLEURY'S SONS, Aurora, Ontario, Canada



FIRE

HAIL

The Canada National Insurance Company

Authorized Capital - - - - - \$500,000
(Full Government Deposit)

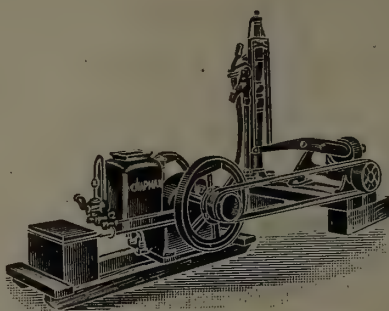
Head Office - - - - - SASKATOON, Sask.

E. J. MEILICKE, Pres. Hon. W. C. SUTHERLAND, Vice-Pres.

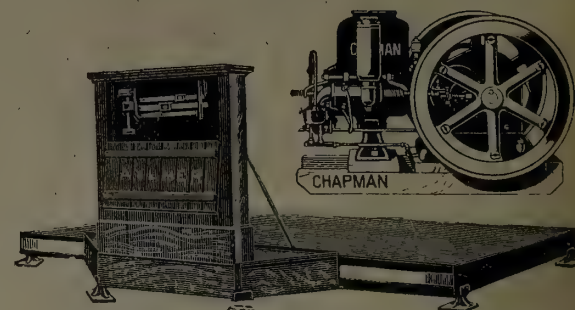
C. W. BOLTON, Managing-Director.



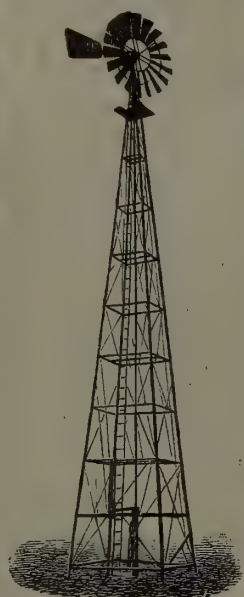
STICKNEY ENGINE & AYLMER 2,000 LB. TRUCK SCALE



CHAPMAN PUMPING OUTFIT



CHAPMAN ENGINE AND AYLMER 5-TON PITLESS SCALE



TORONTO

Merchants

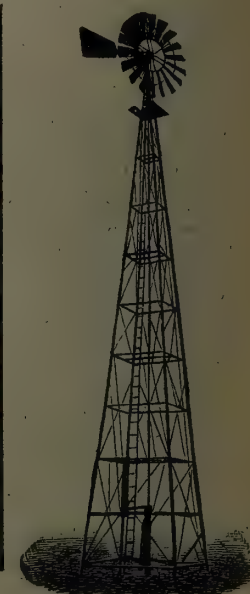
The Banks may tighten the Money Market, BUT they cannot restrain NATURE, the breaker of all corners, and the producer of all wealth.

This crop must be taken care of. NATURE will force the demands for Machinery, and you must take care of the supply. PREPARE and PROTECT yourself in time by writing today for our new catalogues, prices and discounts, on KEROSENE and GASOLINE PORTABLE ENGINES, PLATFORM and PITLESS SCALES, GRINDERS, WINDMILLS, PUMPS, TANKS, FITTINGS, THRESHER'S SUPPLIES. Our Salesmen are at your disposal. No matter what you handle, we have some articles that you need. WRITE TODAY:—

Ontario Wind Engine & Pump Co., Limited

Head Office: - TORONTO, ONT.

Branch Houses: - WINNIPEG - CALGARY - MONTREAL



TORONTO

SPECIAL ANNOUNCEMENT

EFFECTIVE JUNE 6th, 1913

New Service—New Route—New Equipment

"First Train" at 10.30 p.m.

WINNIPEG to FORT WILLIAM

THEREAFTER ON

Tuesdays, Thursdays and Saturdays

CONNECTING WITH STEAMERS

"HAMONIC" "SARONIC" "HURONIC"

OF THE

NORTHERN NAVIGATION COMPANY

ADVANTAGES OF NEW ROUTE

Patrons receive their stateroom keys from train agent before arrival at Fort William, thereby saving time. Ship stewards meet trains, assisting passengers and hand-baggage to steamers. All city ticket offices hold both steamer and boat space. Berths on sleepers are fitted with electric light. Trains run alongside steamers at both Fort William and Sarnia.



Rates, reservations, tickets and full particulars, City Ticket Office, 260 Portage Ave. Main 3578-7098. Union Depot (foot of Broadway), Main 3453-2826.

W. J. QUINLAN

DISTRICT PASSENGER AGENT, WINNIPEG

Tanks You Should Handle!



Western Steel Welded Wagon Oil Tank

This Means YOU, Mr Dealer!

You can sell these tanks because their construction will appeal to every customer. Made with a capacity of 400 or 500 gallons, they are light, yet strong.

We guarantee every tank to be made exactly to the standard specifications.

CONSIDER THEIR CONSTRUCTION.

Material: Built throughout of No. 10 and No. 12 black steel. Single compartment tanks equipped with splash plates spot welded. Two and three compartment tanks are divided into compartments of 200 gallons or over, and are provided with splash plates in each compartment. Compartments less than 200 gallons have no splash plates.

Each tank has one pair of Western bolsters, and every compartment is provided with a 1-inch Western lock-up draw-off faucet, also a 2½-inch filling gland and plug. Tanks have seat lugs and irons for foot-rest attachment. Absolutely guaranteed to be made to above specifications.

Write Dept. G for particulars and literature.

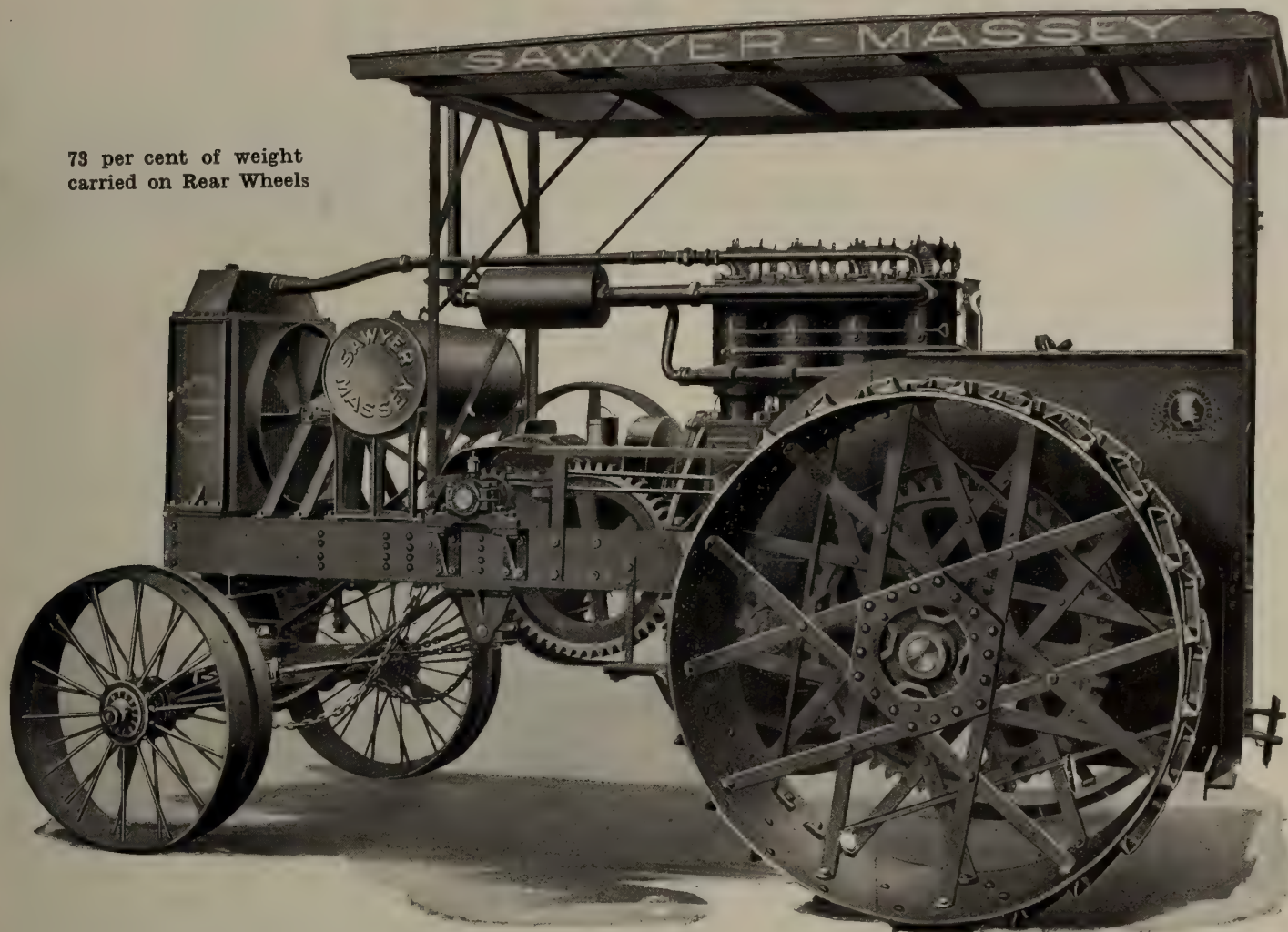
The Western Steel & Iron Co., Ltd.

Winnipeg

Canada

The Premier Company

The Premier Goods

73 per cent of weight
carried on Rear Wheels

Sawyer-Massey Gas Tractor—Left View

25-45 Horse Power

Selling Machinery with a Reputation

Shrewd, wideawake buyers are always interested in the reputation of the machines they buy—when machines have been on the market a number of years the reports from the field are bound to make or break that reputation.

For 77 years **SAWYER-MASSEY** machines have steadily grown in popularity. Three-quarters of a century's experience in building farm power machinery has made a reputation which is certain to bring business to the dealer representing the **SAWYER-MASSEY** line.

The **SAWYER-MASSEY GAS TRACTOR** is fully up to the high standard set by other **SAWYER-MASSEY** machines. Rated at 25 Nominal and 45 Brake horse power, it develops 52 horse power in actual practice. It is unexcelled in ease of operation, protection of working parts, absence of vibration, and steady running under heavy load. It finds a ready sale among power farmers and threshermen.

Our Illustrated Catalogue describes our full line of Steam and Gas Tractors, Threshers, Clover Hullers, Portable Saw Mills and Road Making Machinery. It will be sent on request.

We have an attractive proposition for dealers both in Canada and abroad, and invite correspondence.

Sawyer - Massey Company, Limited

Builders of Steam and Gas Traction Engines, Threshers, and Road Making Machinery

Head Office and Factory

Hamilton, Canada

Branches and Warehouses:

WINNIPEG, Manitoba and REGINA, Saskatchewan

SAWYER~MASSEY

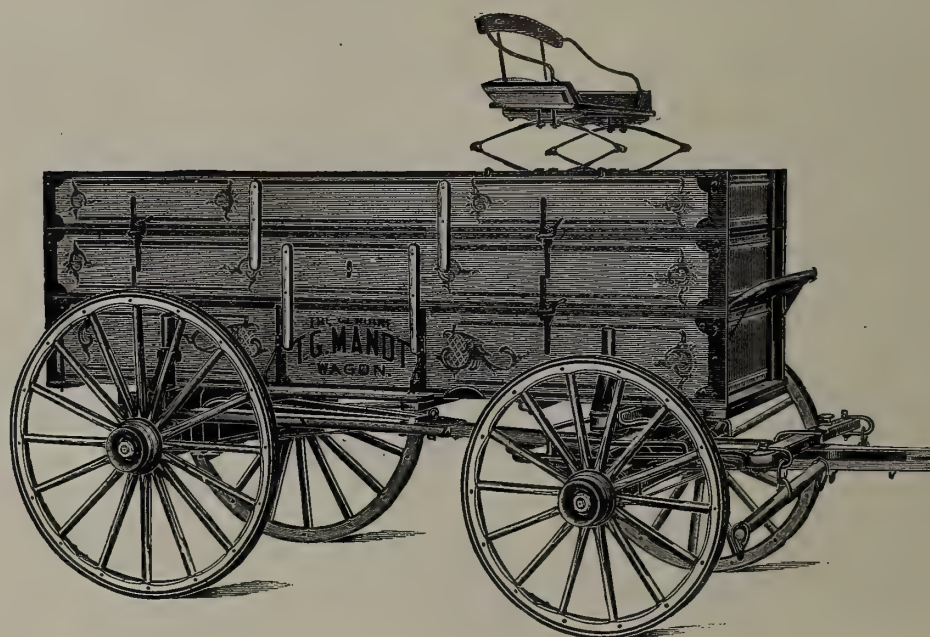
35 REASONS 35

WHY THE

GENUINE T. G. MANDT WAGON

IS THE MOST COMPLETE WAGON ON THE FACE OF THE EARTH. IT HAS NEW AND VALUABLE IMPROVEMENTS FROM THE POINT OF THE POLE TO THE TAILBOARD.

CALL FAIR WEEK AND EXAMINE IT.



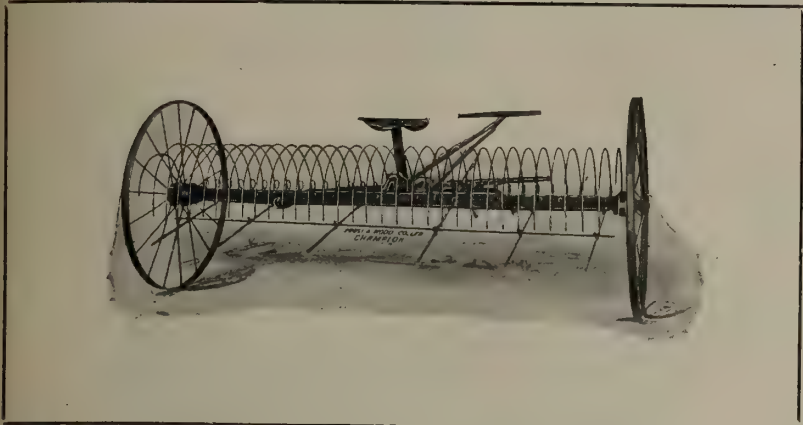
1. It is manufactured from the very best and thoroughly seasoned material.
2. It excels all others in good looks, finish and proportion.
3. It is the easiest running wagon in the world.
4. The gears, both front and hind, are clipped instead of bolted and have the T. G. Mandt, Patented Circle-posts.
5. The skeins have a dust and sand-proof collar.
6. The skeins have extra long bell and are extra heavy on bottom.
7. The axle has a steel spring truss-rod.
8. It has braces from skein to hounds.
9. The wheels have black birch hubs and second growth spokes.
10. The wheels have bent white oak felloes, bolted and clipped joints and heavy tires.
11. The felloes are riveted at the side of each spoke.
12. The tongue cap iron is 34 inches long with a safety catch.
13. The tongue is steel stripped its entire length underneath.
14. The angle steel front hound.
15. The adjustable tongue spring.
16. The steel lock bolster-plate.
17. The stakes are hollow with extension wooden stakes.
18. The front axle and sand-board are iron plated, preventing the reach from wearing.
19. The front end of reach has iron plates forming a bushing in king bolt hole.
20. The reach has hardened, tempered steel rub-irons.
21. The steel extension reach plate with lock nut.
22. The Mandt patent grip-nut wagon wrench.
23. The concave, cut-under rub-irons.
24. The self-centering box rod nuts.
25. The side-boards and end-boards all have hard wood cleats, with riveted ends.
26. The box has steel grain strips on inside and cleats cut bias, thus making a perfectly tight box with anti-spread chains.
27. The side-boards have steel wearing plates for bolster stakes.
28. The boxes are made either with the improved Comstock Endgate with iron plated side-boards, or with the shoveling-board Endgate—has six box-straps on each side board.
29. The bottoms have hard wood cleats on top of bolsters.
30. The centre box straps are outside, supported by heavy double bolted braces.
31. The double eccentric lever top box holders.
32. The spring seat with adjustable back.
33. The seat springs with clipped ends and centre.
34. The T. G. Mandt patent whiffletrees, eveners, neck yoke and clevises.
35. The automatic brake lock.

Nothing is spared—quality of material, workmanship or finish ; and with the many new patented improvements it excels all others and stands in the market to-day without a rival. If you sell the GENUINE T. G. MANDT you will have satisfied customers

Canadian Moline Plow Co., Winnipeg

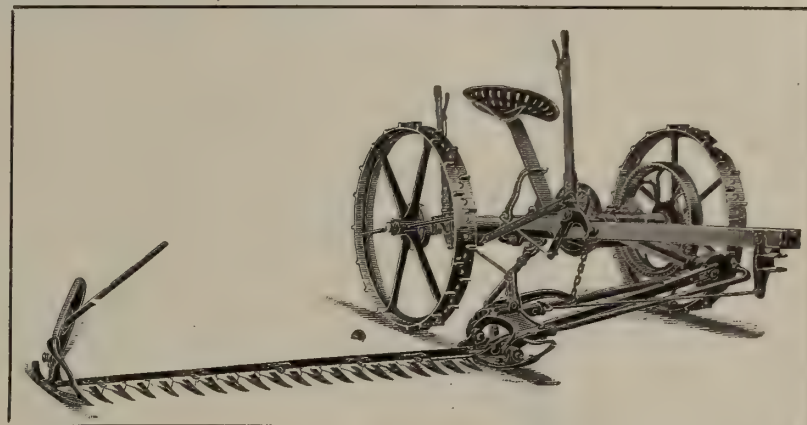
KING

For over 73 years Frost and Wood Implements have been King of the Canadian Harvest fields—and they are still “KING”



Frost and Wood Rake

The Champion Rake has no equal for good, clean raking. It has short end axles; and frame is made of best angle steel. The frame is securely rivetted together, no bolts to work loose and cause trouble. Large steel wheels, with wide staggered spokes set in the hubs with wide bearings. These wheels are very substantial and will stand a lot of hard work. Teeth are made of best quality spring steel, carefully shaped and tested. Teeth cannot sink at centre. Angle tooth bar prevents this. Teeth keep in line. Metal sockets preserve position; good, clean raking is the result. Built in 9 ft. and 10 ft. sizes.



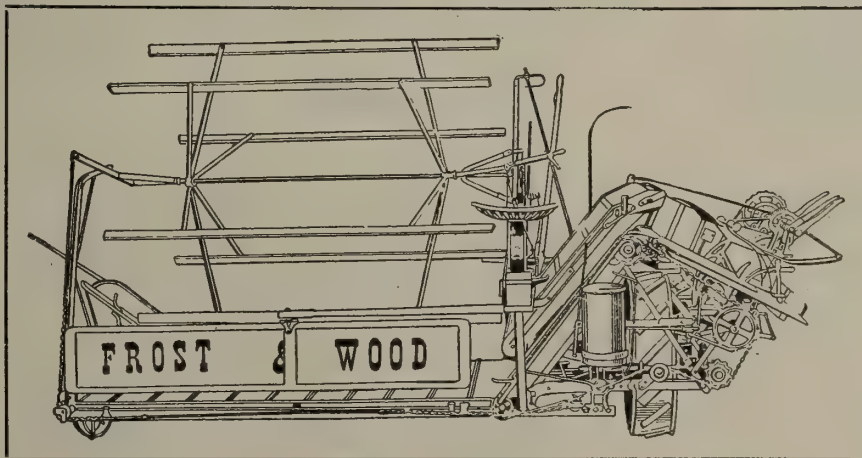
Frost and Wood Mower

Light draft and simplicity of construction are the features of this Mower. Read the reason. The small pinion which turns the cross and crank shafts gets its power from the large gear on the main axle. This pinion is placed INSIDE the gear, this allows the Mower to run along quietly without friction, heavy draft, or wearing of gears. Frost & Wood gears fit snug and tight and have adjustments that take up any wear that years of usage may develop. Snug gears mean instant action of the knife as soon as the horses step forward. All power practically goes into making the cut, because the pinion shaft and transmission shafts that lead to the pitman are rigidly held in a one-piece main frame in perfect alignment. Perfect Mower action throughout.

FROST & WOOD

IMPLEMENTS

**We
Invite
Enquiries**



**See the
Cockshutt
Dealer**

Frost and Wood Binders

Easy to operate and easy on the horses; a fast cutter and a grain saver. The long sprocket drive for the knotter, which compresses and ties the sheaf by added leverage instead of by directly increased power, makes the binder run smooth—not jerky on the horses. Three rollers in the top elevator make the force feed. This grain saving force feed arrange-

ment is an exclusive feature on Frost & Wood Binders. The wide range of real positions makes it possible to lay all kinds of grain—long, short, or tangled—evenly on the platform so as to make a nice sheaf. These binders have a simple but sure knotter that always gives satisfaction. Let us send you our binder booklet—or call on our Agent.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

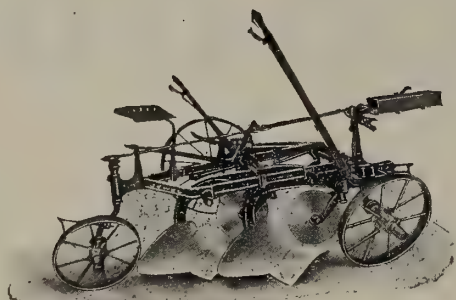
We Invite You

The Cockshutt Plow Company, Limited, extend a most cordial invitation to you to visit them when you come to the Winnipeg Industrial Exhibition.

We will be glad to see you at the Fair, but invite you to make our Warerooms, corner of Princess and Alexander Streets, your headquarters. Have your mail addressed in our care, and come here to write your letters or meet your friends.

COCKSHUTT PLOW COMPANY, LIMITED.

Plows that Pull Money Out of the Ground



Jewel Gang

This plow combines all the features that make a successful riding gang; it is adaptable to good plowing in any soil. Automatic foot lift raises and lowers the bottoms, and the driver's hands are free to handle the lines. The bottoms lift high, so that all obstructions may be cleared; they may also be locked rigid with the frame, or allowed to float. A handy adjustment on the furrow wheel makes it hug the furrow wall, making an even width of furrow at all times. This plow can be turned in its own length.

We equip these plows with rod breaker bottoms, mouldboard breaker bottoms, or stubble bottoms, trees, rolling coulter and eveners. The latest and best ideas in plow construction are embodied in this plow. We would like to have you see it.

**Cockshutt
Plows
are
Leaders**

**See the
Cockshutt
Dealer**



Beaver Gang

The handiest light weight plow you ever saw. Designed for general farming, the Beaver Gang can be well adapted to a great variety of plowing. It is light of draft, strongly built and easily controlled. Combines such features as: Short turning, high lift, removable dust-proof bearings, perfect adjustments, adjustable levers and spring lift, all of which mean easier operation and better plowing. This plow is fitted with unbreakable steel and malleable standards, and the soft centre shares are the heaviest ever used on a plow.

We equip the Beaver Gang with breaker or stubble bottoms as ordered, rolling coulters, and four-horse trees. This plow will give good service and will last a lifetime. Call on our nearest Agent and see it.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. IX., No. 7

WINNIPEG, CANADA, JULY, 1913.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

Wells and Well Drilling

Regarding the history of the world, we find that the well is one of the most ancient, permanent constructions of the human race. The trend of civilization was from the East to the West, from the Himalayan countries towards Arabia, Persia, Egypt, Greece and Italy. Inhabiting in many cases what was virtually desert lands, wells were an imperative necessity to the human race in those early days; nay, more often they meant the difference between life and death—even as they do in the Sahara Desert at the present day.

The natural well is simply a flowing spring or an excavation wrought by water action and by time. Away back, even before the movement of the Aryan races, we can imagine how the primitive man slunk out from his cave in the rocks at sunset, seeking to slake his thirst at the trickling water that came from among the rocks; wild-eyed, fearsome, glancing hither and thither lest the savage animals should also seek the water even as he—little more than an animal—did.

And in his half-formed imagination we can fancy how the pre-historic man wondered by what means the water came forth from the rocks, and how he compared it with the larger pools of the primeval forest or the lake that lay beyond the rank undergrowth.

Later in the world's history, we find the nomad tribes of Biblical days wandering through the sandy deserts of the East, pitching their temporary tents—towns by the wells of the desert. So, today, do the nomadic tribes of Arabia and of the Sahara wander, depending on the wells in the oases for their scanty water supply.

Again in fancy we can see eventide in the land we know as Palestine. Upon a slight eminence stands the white walls and the flat roofs of the little town, and through the brief roseate light that follows sunset in the East, we can see the erect and stately figures of the women, each bearing a pitcher upon her head, coming down to the well for the evening supply of water. Even in these material days, when the pressure of circumstance and competition tend towards forgetfulness or unbelief, can we not picture that weary and dust-begrimed Figure as He sat by the well and gratefully drank the clear, cold water proffered Him by the woman of Samaria.

Yes, wells are old as history, old as civilization, and cogitation over even so prosaic a subject opens up a vista for those who will, since even the most ordinary things in life hold a subtle glamor for those who seek to see it.

Right here in Western Canada many of us have seen a bucket hanging on a hook, and the hook is attached to a long pole that swivels on a support so that the bucket may be dipped in the open well and raised by leverage to the ground.

From Manitoba to the banks of the Nile, in Egypt, is a far cry, yet, today, you will see hundreds upon hundreds of exactly the same appliance—called by the Egyptian fellahin a "shadoof"—with which they raise water from the Nile to the fields above for irrigating purposes, and also for the purpose of raising water from the wells beside their humble dwellings.

The Romans were great well-diggers. In Great Britain the

writer has gone down worn stone steps for a distance of twenty to thirty feet to an underground well excavated by the Roman legions when they conquered Britain and kept armed garrisons there. These old Greek and Roman wells have a strong stone curb all around them, usually much worn, proving that the sweep or the pulley were not then used, the water being scooped up by dipping the pitcher or utensil.

Anywhere in the prairie provinces today we can see the well-drilling outfit at work—the development of the simple spade used by mankind in their search for water. As a country gradually becomes populated, the higher lands are occupied and wells have to be dug or drilled. Shallow surface water cannot be found by digging and the well must be sunk until the water strata is reached. According to the geological formation of a country, water may be found in a sand or gravel strata; again the water has to be found by drilling through solid rock, a very expensive undertaking.

The dug well was simple, being cased by stones or by casks with the tops and bottoms removed. A driven well is a common type, but is only suitable when the water is found near the surface. In some cases, when old dug wells dry up—the bottom of them is drilled until deeper water strata is found and the old well again rendered water supplying.

Some wells are bored by means of large augurs driven by a rotary horse-power attachment. Again, other wells are drilled by churn drills, operated by jointed poles, the drillings being removed by a baler. This is a very

laborious operation in soil that is hard to drill through.

The modern cased well is drilled by a drilling outfit. It is cased clean down to the water strata, keeping the water pure and preventing surface water and any foreign matter from getting into the pure water. These wells are cased by malleable iron tubing connected by screwed unions or by rolled galvanized iron casings that connect telescopically, the bottom length being perforated so that the water gets in all around. The average well is about two inches in diameter, but large tubular wells up to two feet in diameter are drilled for purposes of irrigation.

A well drilled through rock strata is usually three inches to eight inches in diameter and may be 200 feet in depth. These wells are necessarily expensive, varying in cost from one to two dollars a foot or more. A rock drill is simply a heavy bar of round iron, a steel pointed drill, drilling jar and rope socket, suitably jointed. The tools are simply dropped by the drilling machine and the rock is crushed by the impact. Many rock drills are tipped with diamonds, and these are exceedingly efficient when drilling a hard rock such as granite. The drillings are removed every now and then by means of a sand pump or baler.

Some tubular wells go down as far as 1,500 feet and are usually about two inches in bore. In drilling these wells a hydraulic adaption is used. A steel drill is connected to a hollow drill rod made of steel piping. These drills are jumped like the usual drill and the drillings are raised to the surface by means of a jet of water led down to the bottom by a hose pipe within the hollow

pipe. This water is pumped at high pressure from a pump attached to the machine.

These tools will drill 200 to 400 feet per diem in good soil. They do not need to be removed from the bore. For deep well drilling, the Walking Beam Machine is extensively used, and is very efficient for depths over 600 feet. The essential features of this machine are the band wheel, from the crank of which a pitman operates the Walking Beam. The tools and hawser are suspended from this Walking Beam by a square threaded screw which permits them to be gradually fed downwards.

A gasoline engine drives a pulley or a gear, which in turn rotates the large band wheel, while the crank on this wheel gives the necessary stroke or cam motion, which withdraws and plunges the drilling head by means of a hawser or a wire cable running over a standard. The rope socket is attached to this hawser and is attached to the screwed top of a set of "jars" connecting the socket to the top of the drill stem. To this drill stem is attached the "drilling bit" which cuts the rock, the pulverized portions being removed by the sand pump as already stated.

This reciprocating or pump action can be transformed into a rotary drilling action by means of special geared attachments which are supplied, so that the well, instead of being driven, as it were, is bored by augur-like tools much as a carpenter drills a plank.

The diamond core drill is a very old type of drill. This equipment consists of a rotating machine at the surface, driven by any suitable power, and a string of hollow rods to which the core

barrel is attached, also a derrick and hoisting drum for raising and lowering the drilling tools.

The core barrel is a tube from six to ten feet in-length, having attached to its lower end a hollow circular bit, which has a number of black diamonds or carbons embedded or set in its face. As already stated, these drill diamonds are an expensive item, so usually a variety of imperfect diamonds, known as "borts," are used.

The cable system, however, is nearly universally used now in preference to the various types of core drills formerly employed.

The Percussion Core Drill does not depend upon a rotary motion like the diamond drill, but has a reciprocating or pounding motion like the Walking Beam Machine. Adamantine core drills are sometimes used on account of the excessive cost of the diamond core drill, the only one of commercial use being the so-called adamantine process which makes use of the abrasive property possessed by fragments of chilled steel. The bottom of the drill is a plain circular steel ring having a spiral slot extending back several inches parallel to the axis of the tube. The Automatic Pumping Process is sometimes called the "Hollow Rod" process of well drilling. It is a combination of the two principal operations of the cable drilling system, cutting and loosening the material by the blows of the drill bit, removing the drillings automatically by a sand pump. In the cable system these two operations are intermittent and alternate; in the automatic pumping process they are continuous and occur simultaneously.

The equipment is something similar to that used for the

hydraulic jetting process where water is fed down the boring rods to a flat pointed "fish-tail" bit, or a circular saw-toothed cutting shoe. The water is fed into the hollow centre of the bit and issues in a jet behind the cutting edge of the bit, loosening the material and carrying it up to the surface.

Sometimes water pumps are dispensed with and instead of forcing a stream of water into the rods they are fitted with blind valves so that the drillings mixed with water can be pumped up through them. In that case, the drills are operated with short, rapid strokes, the action being akin to that of a plunger pump. As fast as the material is loosened by the drill it passes through the holes in the special drill bit into the drill rods, being automatically pumped up through them. Water is mixed with the drillings to hold them in suspension and to carry them to the surface.

The cost of well digging, obviously, varies greatly according to the formation of the earth crust in the locality where the well is being drilled.

Too many people are satisfied when water is struck at a shallow depth, and this water is usually bad from mixing with the seepage or surface water. A good well should be deep enough to eradicate any possibility of surface water getting to your supply.

The well digger usually agrees to dig a well at so much per foot, and, alas, he often misreckons on the strata that he meets in his subsequent drilling, and loses money on the job. The gasoline engine has proved the greatest boon to well-digging, when one considers how the drills used to be driven by hand-sledges, and later by horse-powers, round

which the horse walks in a circle. The horse naturally objected, and it was a hard day's work keeping it in rotation. The gasoline engine for well drilling should have both a friction clutch on the pulley and a speed regulating device, as the engine must be simply kept under control from as near the bore as possible.

Yet well drilling is a profitable business, and many far-seeing farmers buy outfits and take drilling contracts to fill in their spare time. With one man to help, and the ordinary running costs of the outfit, some machines can turn over \$20 to \$50 a day to their owner.

The speed of drilling, of course, depends upon the formations met with. In hard rock, for instance, it is impossible to drill more than three feet in an hour, whereas in soft formations fifteen to twenty feet per hour are easily possible. Basing our figures on a low estimate at an average of five feet per hour, that is fifty feet in a ten-hour day, and assuming the contract to be at the low price of 75 cents per foot, we have a daily return of \$37.50 on a very conservative computation.

Say a driller and helper get respectively \$3 daily, and engine charges come to one dollar daily, also allowing \$5 daily for depreciation on the outfit and other expenses, there is still left a handsome daily return for the owner of the well drilling outfit. Beyond doubt the implement dealer of Western Canada is peculiarly adapted for handling agencies for these machines, and the dealer who is progressive, and who learns the practice of such machines and their money-making capacities, should find them an easy selling and profitable line to handle.

THE STANDARD BY WHICH OTHERS ARE JUDGED

is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

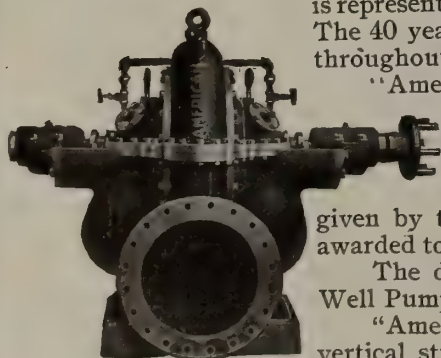
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building





THE TRADE-MARK OF QUALITY
MADE FAMOUS BY GOOD IMPLEMENTS

A NATIONAL reputation for the highest grade farm implements can only be built upon the successful working of those implements in the field.

John Deere Implements have been made in ever increasing volume since 1837. This means little of itself—

But when you consider that this growth and development is because farmers have found them standard for 76 years—standardized by the good-will of the users—then the fact becomes important to every John Deere Dealer.

JOHN DEERE FACTORIES

Deere & Company	Moline, Illinois.	Van Brunt Manufacturing Company	Horicon, Wisconsin.
Steel Plows, Cultivators and Harrows.		Grain Drills and Seeders of all kinds.	
Deere & Mansur Company	Moline, Illinois.	Dain Manufacturing Company	Ottumwa, Iowa.
Corn Planters, Disc Harrows and Beet Tools.		Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses.	
John Deere Wagon Company	Moline, Illinois.	Dain Manufacturing Company	Welland, Ontario.
Farm and Mountain Wagons and Teaming Gears.		Hay Tools and Spreaders for the Canadian Trade.	
Marseilles Company	East Moline, Illinois.	Syracuse Chilled Plow Company	Syracuse, New York.
Shellers, Portable Elevators, Wagon Dumps and Manure Spreaders.		Full Line Chilled Plows and Spring-Tooth Harrows.	
Davenport Wagon Company	Davenport, Iowa.	Fort Smith Wagon Company	Fort Smith, Arkansas.
Roller-Bearing Steel Wagons and Gears.		Wagons for South and West.	
		John Deere St. Louis Buggy Factory	St. Louis, Missouri.
		Full Line of Vehicles.	

JOHN DEERE BRANCH HOUSES

Deere & Webber Co.	Minneapolis, Minn.	John Deere Plow Co.	New Orleans, La.	John Deere Plow Co.	Baltimore, Md.
John Deere Plow Co.	Moline, Ill.	John Deere Plow Co.	Nashville, Tenn.	John Deere Plow Co.	Syracuse, N. Y.
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John Deere Plow Co.	Sioux Falls, S. D.	John Deere Plow Co.	Boise, Idaho.	John Deere Plow Co., Ltd.	Lethbridge, Alta.
John Deere Plow Co.	Kansas City, Mo.	John Deere Plow Co.	San Francisco, Cal.	John Deere Plow Co., Ltd.	Edmonton, Alta.
John Deere Plow Co.	Oklahoma City, Okla.	John Deere Plow Co.	Indianapolis, Ind.	John Deere Plow Co., Ltd.	Welland, Ont.
John Deere Plow Co.	Denver, Colo.	John Deere Plow Co.	Columbus, Ohio.	Consolidated Wagon & Mach. Co. (Distributors)	
John Deere Plow Co.	St. Louis, Mo.	John Deere Plow Co.	Lansing, Mich.	Salt Lake City, Utah	

JOHN DEERE QUALITY GOODS

Sold by John Deere Dealers Everywhere

A Tribute to the Cow

The late H. C. Adams, Wisconsin State Dairy Commissioner, wrote the following toast to the cow some seventeen years ago.

"The civilized world pays tribute to the cow. She is the one thing that man can always get something out of. She is one of the few stock concerns of the country that the bondholders have little chance to milk. When she kicks we can kill her—a blessed privilege which might have a wider range. She runs a business college and teaches men to keep accounts and figure profit and loss. She is the symbol of contentment, the one thing needful in American life.

She is life itself to countless children stranded upon the barren

bosoms and hollow hearts of a degenerate modern motherhood.

"She comes in at evening, bringing with her the sweet breath of the meadows, whose velvet turf and crimson clover mingled their fragrance in the dear old summer days.

"You lean over the fence as she comes into the yard and stands quietly chewing her cud in the after-glow of the sunset which touches lightly the hills, and suddenly you drop out of yourself, your pains, your disappointments, your hopes, your pride, and become a boy again, barefooted, with the chores to do. You hear the faint tinkle of the cow bell upon a neighbor's farm. It is the keynote of memories of days of steady work, of nights of rest, of pleasure that had no sting, of a

world small but clean, with the light of heaven upon it. It was a simple, wholesome kind of a life, and in the picture the cow, "the mother of men," was a central figure, and always, whether dainty Jersey, or lordly Short-horn, she brings back the golden days of boyhood and girlhood."

Wasting Dairy Cows

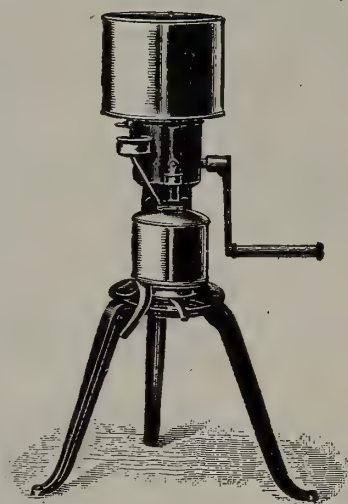
A great danger to the country, which must have disastrous results in the near future, is the wastage of our very best dairy cows through their finding their way to our populous towns, and being eventually sent to the butcher when their yield of milk fails to prove remunerative to the owner. This system means an annual slaughter of a large num-

ber of our best dairy cattle, and great efforts should be made to stem, if not entirely put an end to, this wholesale sacrifice of these fine animals, which should, if properly mated, reproduce what the nation is most in need of. One way to do this would be to lessen the number of town dairymen who do not breed calves, but find it cheaper to milk the cow as long as she is profitable, and then dispose of her as beef to the butcher. This, considered from all points, is a difficult problem, and the question as to what can be done to induce the town dairyman to become a breeder is not easy of solution. At the same time, there cannot be any doubt that he should be able to dispose of his calves at good prices, and, moreover, he would not be continually in the market for newly milched cows, for which he frequently pays extravagant prices.

Municipal Milk Depots

A question was recently asked in the British House of Commons, when the President of the British Local Government Board was asked regarding the number of municipal dairies or milk depots in England, the date they were instituted and whether they were successful financially. This is considered a most important movement in the United Kingdom, as it is fully realized how infants are completely at the mercy of an improper milk supply. The President of the Board—Mr. Burns—replied in a Government report as follows:

"My information shows that there are now in England eight municipal milk depots for infants. I am not aware of the existence of any municipal dairies as distinct from such depots. Of the existing milk depots one was established in 1899, two in 1901, one in 1902, one in 1903, two in 1904, and one in 1906. Four milk depots, one of which was established to provide sterilized milk, during an outbreak of infantile disease, have been closed. In one of these cases the closure was contrary to the advice of the medical officer of health, and was made upon the ground that milk modified as required could be obtained in the ordinary way without the intervention of the local authority. The depot was not a financial success. In one of the existing depots, established in 1906, a profit was made for the first time in 1911, and amounted to £40 (\$200). I have no fur-



MELOTTE

Cream Separators

Are Unequalled for
Clean Skimming, Easy Turning,
Easy Washing and Durability
OVER A MILLION IN USE

Best agency contract in the whole of Canada. If we are not represented in your district write us at once. Melotte users are SATISFIED users and bring our agents unlimited business.

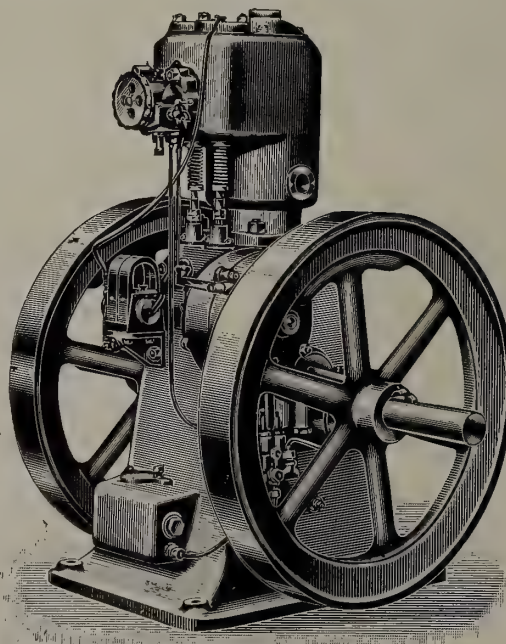
The "LISTER" English-Made Gasoline Engine

Is Guaranteed to Give Satisfaction

Most reliable power for Grinding, Cutting, Pulping, Pumping, Sawing, Elevating, Sheep Shearing, Electric Lighting, etc., etc.

NO OUTSIDE LUBRICATORS. Lubrication of the "Lister" is entirely AUTOMATIC. Impossible to over or under lubricate.

NO BATTERY TROUBLES. All Lister engines are fitted with the "Bosch" High Tension Magneto. This enables user to start quickly and easily as an equally intense spark is obtained on turning by hand as when engine is at full speed.



For local agency for Melotte Cream Separators and Lister Gasoline Engines
Apply at once to

R. A. LISTER & CO., Limited

197 Princess Street

WINNIPEG

ther information as to the financial position of milk depots, nor as to the advice taken by the local authorities before establishing them. The withdrawal of the right to plea of warranty in defense in prosecution in regard to milk under the sale of food and drugs act, will not deprive the vendor of the power to protect himself which he possesses under the general law. As regards the last part of the question, I may refer to the power to make regulations which it is proposed to confirm by clause 18 of the milk and dairies bill."

Sharples Import Separators

The Sharples Separator Co., of West Chester, Pa., as a result of the decision to place separators upon the free list in the U.S. tariff, have decided to stop the production of several of their smaller makes from their Pennsylvania factory, and will in future turn out these sizes at its European factory at Harburg, Germany. The German plant of the company is an exact duplicate of the one in the United States, only material and labor are cheaper in that country.

P. M. Sharples, referring to the decision of the company in this respect, says: "We will put the men who have been working on these smaller separators at work on other styles. The new tariff will enable us to import the small ones from our Harburg factory at less than we can make them here. Every style of separator made here is also made at Harburg, and the new arrangement will mean that the Harburg factory will increase its output of the small models. A reduction or increase of our working force will depend upon business."

Butter and Eggs by Parcel Post

In Germany the parcel-post service is very largely used by farmers in their supplying city customers with deliveries of butter and eggs. For both commodities special boxes are on the market, and considering the long distances frequently traversed by these boxes very little loss from damage happens.

Butter thus shipped is wrapped first in parchment paper and then packed in a cardboard box. As a rule, shipments under 10 pounds are not made, each pound being separately wrapped, the total shipment including 9 pounds of butter, net. These pasteboard

butter boxes come with an upper and lower part and are folded together and fastened with metal clamps to make the finished box. In knocked-down condition these boxes can be had in Germany for \$23.20 per thousand for the best quality and \$21.42 for the second quality. The boxes can be saved and used over again. The clamps cost 33 cents per thousand.

Eggs are shipped either in strong cardboard or wooden boxes, the inside of which contains corrugated cardboard partitions forming squares large enough to receive one egg. Between each layer of cardboard partitions a sheet of cardboard is placed. The wooden boxes are rather attractively finished and cost at retail 95 cents each. They are provided with a padlock and a neat cover, and can be used for an indefinite period. Pasteboard egg boxes containing partitions for 10 eggs can be had for \$45.22 per thousand, and boxes to contain 24 eggs for \$71.40 per thousand.

Change Loss to Profit

A farmer over in Iowa conceived the idea that he was not making much money from a small herd of eight cows—in fact, after keeping a close record on each cow for a month and the cost of feed for that time, he found that he was not making any money, but was actually short 44 cents on each cow. The farmer immediately adopted new methods, and at the end of a year found that his profit on the eight cows was \$50 a month. He had sold five of his poorest cows, purchased better ones in their stead and bettered his method of feeding. He transposed loss to profit.

Dealers, are any of you like this farmer? Have you been plodding along, not only not making money, but even closing each month's business with a 44 cents' deficit, or whatever amount it may be? The farmer sold five of his poorest cows and bought better ones. Maybe your stock needs cleaning out, and new and up-to-date goods put on the floor to replace the back number stuff. The farmer first provided himself with good cows, and then bettered his method of feeding, thereby doubly assuring the chances for profit. Now, that you, Mr. Dealer, have attended to the quality feature of your stock, are you bettering your methods of "feeding" and accepting the approved standards of selling; have you attained full profits from your ef-

forts? If you are not finding your investment in the implement business paying as it should don't become disgusted with the business, but search for the cause of the profit-losing agencies, dig them out and remove each as you can apply remedies which are a sure cure and which will make your money make more money.

He Died Poor

A man died in the United States some little time since who had at least one claim to fame, albeit a questionable one. He never advertised.

D. W. Stockwell, during the Civil War, amassed a considerable fortune in a general store in Aurora, Ill. His idea was that what was good enough for one time was good enough for all time. When prices rose he kept his at the same rate. Styles, fashions and goods changed, but he kept still. Women did not want hoop skirts, ancient bonnets or balmoral stockings, and men, calloused by careless dressing, shuddered at his stock. Eventually, for the last twenty years, scarcely a customer entered his store. It was a tomb—a morgue.

Yet the old man had the courage of his convictions. He stuck to his idea and finally died—in abject poverty.

There is a moral here—a whole bunch of morals. The man who stands still goes backward. The man who doesn't advertise goes into bankruptcy. The man who thinks he knows what other people want better than they do themselves pays for his folly. The keynote of business today is quick sales on a small margin. Enterprising merchants want to turn over their stock frequently. This is done by advertising, and in no other way. It is noteworthy that most of the effective advertising is done in the newspapers and trade journals. The best asset a publication has is its band of readers. The merchant knows this and profits by it.

DE LAVAL CREAM SEPARATORS

Are Easiest to Sell

De Laval Agents everywhere get the cream of the cream separator trade in their locality.

Not only do they get the most of the separator business but, what is just as important, they hold it.

De Laval machines are best constructed, skim cleanest, turn easiest, last longest, and are easiest to wash and for these reasons they give perfect satisfaction in the hands of the user and every De Laval sold helps the agent to sell another.

THE DE LAVAL LINE OF DAIRY SUPPLIES

is a most desirable adjunct to the Cream Separator business of any dealer.

It includes silos, dairy supplies, farm supplies, creamery supplies, and cheese factory supplies; a very complete assortment of high grade dairy equipment.

It will pay you to go after this business.

SEND FOR COMPLETE CATALOGS
AGENCY APPLICATIONS INVITED

De Laval Dairy Supply Co., Ltd.

MONTREAL
WINNIPEG

PETERBORO
VANCOUVER

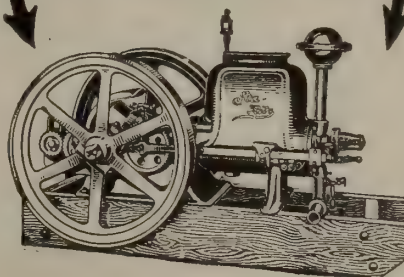
STA-RITE Gasoline Engines Are Worth Looking Into

IT'S an engine that sells itself on the strength of its merits and its record. Its eleven exclusive features give you an array of selling points that is almost irresistible.

Our selling plan helps you build up a good business—helps you get prospects and then helps you turn them into buyers.

Write for details of our proposition.
It's a winner.

Empire Cream Separator Co.
109 King Street Toronto, Ont., Canada
Branches: Winnipeg—Montreal—Sussex



Dealers Who Advertise

We have often pointed out in these columns, the necessity for the retail dealer to advertise, and we have scanned a good many of the west Canadian weekly town organs, considering whether or not the dealer really does advertise in his local paper. The number of ads appearing are woefully meagre compared with

mere catalogue list of the lines handled does not appeal forcibly to the farmer. If the customer wants to purchase a plow, the mere word "plows" in the dealers ad does not really tell him anything. Better that the dealer devoted his space one week to advertise one particular type of plow, making it evident in the ad

Prepare for Spring!

If you are in need of anything in the line of Seeding Machinery, in fact any machinery required for up-to-date farming, call and see our stock.

Our lines include Cockshutt, Frost & Wood, John Deere Plow Co., Tudhope-Anderson and Moline Plow Co.

We still have some CUTTERS and SLEIGHS which we will offer at reduced prices.

W. B. ROGERS

MacGREGOR

Actual size, 4½ ins. by 3 ins.

the number of retail dealers who exist. We have, however, culled a few and, in the most friendly manner, will slightly criticise each of these.

It makes no difference how good a line of implements you carry, if your customer does not know it. It is not sufficient to have a display in your store or warehouse, you must carry on, in addition, an advertising campaign in your local paper, always remembering to advertise the goods which are in season. Let the farmer know the goods that you have to sell, and in your ads point out some of the quality points in the goods. It is well to adopt a circular letter campaign occasionally; a letter occasionally to your customers keeps you fresh in their minds and frequently results in sales. In adopting such a procedure send out the proper literature furnished by the manufacturer, so that the farmer may have a proper knowledge of the implement.

The man who goes farthest ahead in the retail implement business is he who not only keeps himself, but the goods he sells, continually before the people to whom he expects to sell them. Good advertising hurries things up; it awakens a reader to action. In the case of the dealer who simply details what his line is composed of—a bald announcement—it is little good as a local advertisement, especially if he happens to have local competition.

Were he alone in the town, the only local dealer, he stands some chance of getting trade, but a

that such and such a plow is the one that will give satisfaction. In the same way he can handle his harrows, etc., in detail week by week. But the greatest curse of the local newspaper ad is too often, the fact that the advertiser is content to let the same copy stand week after week, so that we often find implements being advertised at a season when the advertisement is too late. The excuse most often made is that the dealer does not like writing up new copy, that he is not a

proficient ad writer. In this respect he can always get plenty of ideas from his trade paper and from literature by manufacturers, and the local editor is usually only too willing to help him draft an ad so long as he is using space. It is a mistake to only advertise every once in a while.

It is too late in the day and competition too keen for any dealer to be able to say that advertising is only a waste of money. Such a man is like the fellow who winked at a girl in the dark. Nobody knew it but himself; he was metaphorically hiding his light under a bushel. The dealer cannot depend on the fact that he has an implement business, and that therefore trade must come to him. He has to get busy and stimulate trade in these days. It is obviously rather difficult for us to get any great variety of these ads as inserted by local dealers, and should dealers care, we would be only too pleased to analyse their ads if such were sent to us. In considering the three ads we reproduce in connection with this article, we give in each case the actual size of the ad as it appeared in the local newspaper.

Analyzing the advertisement of Jas. Smart, we think that the single column width and considerable length of the ad make it attractive for, let us say one or two insertions, but not if running for any considerable length of time. This ad has the peculiarity we noted, of simply giving a bald statement that Mr. Smart deals in buggies, plows, harrows, etc.

purchase your goods, giving concise reasons couched in simple language. In the original this ad was well set up and attractively displayed.

In the ad of Ridley Bros., the same spirit of invitation predominates. In this respect your selling ability must be such that you can guarantee that if a man calls to see your wagons you can sell him one. The ad could really make two effective ads, one on oil and thresher supplies, giving a few details, while the other would give some of the good qualities of the wagon mentioned. It is not well to blend the subjects in an ad too much—oil and wagons have nothing very much in common; better to separate them.

W. B. Rogers has a most comprehensive line and had the correct idea in suiting his ad to the season. Why not restrict his ad solely to the implements most needed in the spring months, the product of the companies mentioned being rather wide. Why not reserve an insertion for a specific talk on the bargains in cutters and sleighs?

It is always best for the dealer to have the town name in a good heavy display type, for often the local organ has a wider circulation than he imagines. Again, it may happen that the heading of the newspaper may be destroyed or obliterated, yet the town name and dealer appear to the casual glance of the reader. In an ad detail can be overdone, but, to a certain degree it is essential. "Why" this wagon is a good one

WE INVITE You to Inspect Our Goods

Buggies
Plows
Harrows
Disc Harrows
Cultivators
Manure Spreaders
Land Packers
etc.

Jas. Smart
Implement Dealer
Waskada

Actual size, 2¼ ins. by 13½ ins.

Threshers and Farmers

Call around and look over our

OILS and THRESHER SUPPLIES

Call and look over our **Mandt Wagons**

All sizes in stock to choose from

RIDLEY BROS.

MANITOU
Manitoba

Actual size, 5 ins. by 4½ ins.

As an implement dealer we naturally would not expect him to deal in cough cures or shirt waists. He ought to take his particular buggies or plows and to individualize them, to go into detail regarding their merits. And the line talked of must always be in season—for that is the most important feature of any implement ad.

The invitation to inspect the goods is a good idea. You want the customer to inspect, but also eventually to purchase. Therefore tell him "why" he should

for farm service, and "how" this plow gives satisfaction in operation should not be forgotten. The farmer is logical and he wants to have concise reasons for your statements; he wants proof and you have got to show him. We have seen a retailer in a small town of 10,000, build up a remarkable business through local advertising, and his copy only appeared once weekly in the local paper. Yet it was always fresh, novel and effective, and he always got fresh cuts from manufacturers

and also had a system of getting them on loan from the different trade journals and from wholesale concerns. And he admits, as does Thomas Lipton—of tea fame—that advertising is the key to success in retail business. Certainly an implement dealer must advertise while he is in business, if he wants to hold old customers and to form new ones. When he is dead he should still be an advertiser—his tombstone his last “standing ad.”

Power Washing Machinery

Of late years we have seen a great many power washing machines placed upon the market, and in many localities these have proven a most profitable line for the implement dealer and hardware man. On the many farms where power engines are installed in the homes of our West Canadian towns that are lighted by electricity, the power washer should find a ready acceptance. We do not greatly favor the tactics of the militant suffragette in her frenzied quest for power, but when we think of the thousands of worn and patient faces that have bent over countless family wash tubs we cannot but admit that the man who invented the washing machine has been a benefactor to the womankind of his race. How many weary mothers have found it a help it is hard to say, and the horror of “washing day” is becoming a specter that women may now jeer at.

Apart from the purely sentimental side of the question, the level headed and live dealer, who has started the selling of such machines has found them to be most profitable. Moreover it is a new field, it is, so to speak, embryonic. As time passes these machines will become more popular, and now is the time for the dealer who handles gasoline engines to consider this line as an adjunct to his stock. In conjunction with the engine this is a most appropriate piece of farm apparatus. The engine is a great help to the farmer in his work around the barns, and as a compensation to his wife it is not difficult to show him how he could do worse than also purchase a power washer. Should his wife be in the store along with him so much the better. She may be against the necessary outlay for the installation of the engine, but a reference and a demonstration of the washer usually make her a most enthusiastic “pro-engine” disciple. And always recollect that a pleased woman is a

valuable asset, as we cannot too strongly estimate on the advertising value of her organ of speech. It often happens, therefore, that the partisanship of the wife makes a sale for the dealer, when otherwise the sale might not have been consummated.

Power-washing machines can be prominently displayed in the store and in a window display you can have one in operation of the electric type should you have the current or by means of a small engine if your locality, so far, has no electric light. The selling points for such machines are so obvious that they scarcely need to be pointed out. They save labor, time and money for the women just as farm machinery do for the man on the farm. They wash better than do human hands and with less wear to the clothes, although it is difficult to get the good housewife to admit this. Let the dealer get a line of these machines, and use one as a demonstration machine. Lend it to some prospect for two or three washing days, and it has a very poor chance of being returned to your store. But it is necessary that the dealer handle a good line of power washers, for whatever the economic value of a machine, it will not be a good seller unless it can be proved by use to be mechanically a reliable investment and free from breakdown.

Automobile Economy

Automobile economy is the newest modern thought. From an expensive luxury to an economical convenience is a big step. The foundation point for economy in automobile construction is light weight. Gasoline mileage, tire mileage, comfort, are all intimately connected to weight. The most economical engine can never show low cost of operation if to move a certain number of passengers it has also to move a body and chassis of excessive weight. But an economical engine with a light car designed to



**TENTS and AWNINGS
SLEEPING and BALCONY
CURTAINS**

J. PICKLES

312 Hargrave Street, WINNIPEG

absorb road shocks will show a low operating cost, and will result in a greater satisfaction.

“There are two things which make up the cost of motoring—the purchase price of the car and the cost afterwards. The after cost includes operating expenses, repairs and depreciation, and is often so excessive as to make the purchase price of small importance.

“The expense of running an automobile is in proportion to its weight. As the weight goes up the expense increases. No one can deny that on the average automobile owners have found operating expense to be excessive. Some owners in an effort to decrease expense are using their cars less. This is not the practical thing to do. People cannot give up the use of the automobile, neither can they continue to pay the present operating cost, and the solution of the problem lies in buying a car with small operating expense.

“Much of the weight put into automobiles is superfluous and worse. It is not necessary for strength. It handicaps ability and cuts down speed and makes big expense for tires, fuel and repairs. On the other hand, light weight makes the power count, gives greater ability, more speed, and hill-climbing—in other words light weight is economy.”

Chinese Delicacies.

The Chinese have many eccentricities of taste and habit, bird's nest, and it is said even the festive rodent form items of their menu, and are consumed with gusto. In a recent report from the United States Consul at Shanghai it is stated that water melon seeds compose a delicacy that is eagerly

sought for; they are eaten at afternoon teas, which are patronised principally by the men folk, and are used much in the same way as salted almonds in America. Water melons consequently are much grown, and to be of a popular variety they must be seedy. It states further that in the year 1910 the export of water melon seeds to countries having a large Chinese population exceeded 7,458,000 pounds, at a valuation of over \$299,125, or a trifle under 4 cents per pound.

METALLIC SIDING

FOR
**Houses, Stores, and
Outbuildings**



Produces a handsome effect at a surprisingly low cost.

Durable. Fireproof. Weatherproof.

Write for free illustrated Catalogue

DEALERS AND AGENTS

get in touch with us to-day and take up the sale of this line. No Stock to carry. Sell from Catalogue and Samples.



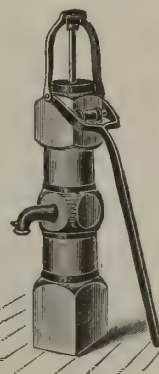
**THE METALLIC
ROOFING CO.
LIMITED.**

MANUFACTURERS.

WINNIPEG, MAN.

Head Office: **TORONTO, ONT.**

C54



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

**Get His Prices Before You Order
Brandon Pump & Windmill Works**

Brandon Man.



BRADSTREET'S

Established 1849

Offices throughout the civilized world.

Capital and Surplus \$1,500,000.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont., Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta., Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

Hard Times

There is a simple old refrain that keeps haunting our memory, a melody of long ago that wafts us, in imagination, the soft southern moon over cotton fields, the distant tinkle of the banjo and the blended harmony of negro voices. That song, no doubt remembered by all of us, is "Hard Times Come Again No More!"

We seem to be pretty much in the hard time period at present, for on every hand we hear nothing but rumors of poor business, no business and money shortage. Financial possibilities have assumed a funereal aspect and the sky of prosperity seems clouded for the time being. On every hand we hear of cutting down expenses, of retrenchment and necessary economy. We hear of collections being a negligible quantity and of stocks that seem fated to stand unsold. In short it is one of these periods during which the pessimist revels in his sepulchral pastime, and the croaker raises his voice aloud in wailings while optimism looks like a pose.

Pessimism should have no place in the business mind. es-

pecially in the case of a young and developing country, and if a definite crisis has to be confronted it is only exaggerated by the fact of looking upon it in the most doleful light. Unrest, uncertainty and depression are diseases that flourish through analysis; it is ever best to leave the gloom and seek sunshine in life. Every nation has its periods of problem, either financial or economic, but these are usually transient and must pass. Even as a youthful and hardy constitution is antagonistic to the physical and mental depression that more easily affects the weak, so does a young and virile nation pass over and beyond the mere transitory season that would once have been termed "hard times."

We hear much of the effects of national differences and national unrest, of increased armaments and naval equipments, of wars and rumors of war. Great wars at the present day are rapidly becoming a financial impossibility; the world does not contain sufficient currency to allow the greater nations to grapple for a few weeks far less a few months. The prob-

lem of war and peace will solve itself and the human race must shortly realize that the money uselessly expended in standing armies and floating forts is money absolutely wasted. That, however, will take some little time, and our problem today is more a question of the effect of international differences. We hear on every hand of how banks and banking establishments are restricting loans and are proceeding in their dealings with more than conservative caution. One thing we must realize more fully, and that is the relation of the bank to the business man. The latter cannot always get along, while the former will always find it possible. Banks will operate strictly within the terms of the banking laws of our country, they will go on steadily building up reserves in anticipation of times of trouble, while they must hold their funds available for the use of depositors and for their demands when that demand comes. Should business produce a circulation of money sufficient to answer all purposes, well and good; but should that circulation fall below a certain point it is not the banking institutions who will suffer. We are largely at the mercy of the inflexibility of our present banking systems, and if we cannot pay the price for the money we must go without it. Today we must pay one of the prices of a national development that is perhaps over-rapid, and are brought to account for the vast expenditures that are necessary for the upraising of municipalities and the extension of railroads. True it is that no new country can develop without such expenditures, yet they can be limited to a logical basis and not be pursued to a point that strains the credit of a nation. Is it not possible that today we are faced with an absolute shortage of currency because the medium upon which additional circulation is based is so limited as to be unobtainable?

What, then, is the business man to do at such periods? What is the asset upon which a flexible currency and a flexible credit may be founded in order that such hard times may be eliminated? Is it not absolutely the commercial asset, the movement of goods in transit, the movement of goods in the warehouse, the storage of goods in the establishment or its premises? Therein is the basis of national wealth, flexible in character and readily convertible to money, and in either hard or easy times infinitely more con-

vertible by means of bonds and stocks, and with more certainty. Upon this and this alone may monetary circulation be based.

We need not talk overmuch of the cost of living in relation to existing financial conditions, since that fact is absolutely dependent upon the economic condition of any country, upon woeful waste that exists in times of prosperity when a man who at one time lived comfortably on half of what he considers necessary at the present time, while also saving more money than he does today. We are too prone to believe that it is a backward step for us to do the things which were common in the days of our childhood, or in the days when our parents were in their youth. And the credit of a nation is the amassed credit or otherwise of its individual units. Economy in the individual breeds the wealth and stability of a state, and furthermore, builds a more sturdy and rigid development less dependent upon extraneous financial assistance and less prone to the likelihood of having to confront any serious national financial crisis.

A Tractor Concern

A new company, the Humber-Anderson Mfg. Co., has been incorporated, under the laws of Minnesota, with an authorized capital of \$500,000. They will establish a factory at Gladstone, Minn., and will engage in the manufacture of tractors, tractor gang plows, etc. The officers of the company are as follows: President, Arthur W. Humber, Winnipeg, Man.; vice-president, John W. Humber, St. Paul, Minn.; secretary-treasurer, Jos. J. Granbeck, St. Paul, Minn. These, with Alfred W. Anderson, St. Paul, and James F. Hughes, Minneapolis, constitute the board of directors.

The Man and Labor

To any who have seen the dull, trampled, animal weariness in the face of the peasant in Continental Europe, the words of that great poem, "The man with the Hoe," ring with awful truth. And what greater testimony can we have for the machinery that lightens the labor of agriculture, that gives the men—aye, and the women, too—a chance to have upright bodies and spirits unbroken by soul-starving labor!



Business Promotion

Through Trade Press Efficiency

Is to be the keynote of the most notable gathering of technical, class and trade journal editors and publishers ever held in America. No live manufacturer, sales manager, advertising man, trade paper editor or publisher can afford to overlook the

Eighth Annual Convention of the Federation of Trade Press Associations in the United States at the Hotel Astor, New York, Sept. 18, 19, 20, 1913

Two sessions will be held daily. There will be editorial, circulation, advertising and publishing symposiums under competent leaders. Many of the leading editors, business managers, buyers and sellers of advertising, and authorities on modern merchandising methods will take part. On Friday afternoon, September 19, there will be a mass meeting with addresses by representative business and professional men on subjects of timely interest to editors, publishers and advertisers. No matter what may be your connection with the trade journal field, if you are interested in the idea of business promotion through trade press efficiency, if you believe in business papers for business men, you will be welcome at all sessions.

Full information may be obtained from the Committee of Arrangements. WM. H. UKERS, Chairman, 79 Wall Street, New York

THE Federation of Trade Press Associations in the United States

President: H. M. SWETLAND, New York Vice-President: E. C. HOLE, Chicago
Secy.-Treas.: EDWIN C. JOHNSTON, New York

**A WONDERFUL
INVENTION . .**

HERROLINE

**The GASOLINE &
OIL IMPROVER**

Increases the Mileage of Gasoline and keeps Spark Plugs, Cylinders and Valves free from Carbon

Is a newly discovered method of refining gasoline, and which, when put into gasoline, will greatly increase the efficiency and power of the same, and will render it safer to use. It is the discovery and invention of W. H. Herron, of Chicago, Ill., and is the only product of its kind known to mechanical science that will increase the efficiency, power and mileage of gasoline in an engine, without doing harm to the motors.

HERROLINE is a very highly condensed form of gasoline caused by chemical reaction, and when put into gasoline will cause a chemical reaction on the same, and will cause it to explode faster and stronger in the cylinder, and as a result, much less gas is required to run the engine.

HERROLINE comes to the motoring and mechanical world at a much needed and opportune time, in these days of high-priced, low-grade fuel, and with the prices steadily advancing, and the quality rapidly decreasing, and the demand for gasoline increasing daily.

HERROLINE FILLS A MUCH FELT WANT and is being used by hundreds of the largest firms in the United States, and since its introduction to the public, slightly over a year ago, has found its way across the border into Canada, where it is rapidly winning favor and popularity with the motoring and engineering public. Nor did it stop there, for it has found its way into the British Islands and Europe, where it is being used and introduced extensively.

We guarantee that **HERROLINE**, when used as directed, will increase the mileage 50 per cent. and increase the efficiency and power of any gasoline engine, motor cycle, motor boat, stationary gas engine or gasoline or kerosene tractor.

HERROLINE will clean all carbon from the cylinders, valves and spark points, keeping them permanently clean, **and is worth its whole cost to any motor for that purpose alone.**

It sparks much quicker and causes the engine to pick up speed faster, and to run smoother, and with less vibration and noise.

It increases the efficiency and pulling power of the motor.

It lessens the danger of explosion of gasoline in receptacles, and loss by evaporation.

It will increase the cost about 2½ cents per gallon in the gasoline and will add about at least 50 per cent. to the mileage.

HERROLINE will increase the durability and life of any motor or gasoline engine, and increase the joys and pleasures of the motorist by lessening the grinding vibration and by the smooth, silent flexibility it adds to the motor.

Read the following figures and see what others say:

Experience has proven that the average increase in mileage derived from the use of **HERROLINE** is 60 per cent.; therefore if one quart of **HERROLINE** will treat 160 gallons of gasoline, and the increase is 60 per cent. in mileage, one quart must equal 60 per cent. of 160 gallons of gasoline, which figures out to 96 gallons.

96 gallons gasoline at 30c. per gallon.....\$28.80

1 quart of **HERROLINE** cost..... 3.50

Saving..... 25.30

No carbon troubles, greater speed and power, and less vibration, smoke, odor and noise.

**IT IS SAVING MONEY FOR HUNDREDS OF USERS, WHY
NOT FOR YOUR CUSTOMERS? REMEMBER**

HERROLINE is not a mixture, and does not contain anything harmful to a motor.

WE CHALLENGE ANY CHEMIST TO DISPROVE OUR STATEMENTS

HERROLINE was analyzed by the following experts:—J. A. Wesener, Ph.C.M.D., Chemist for the Columbus Laboratories, Chicago, Ill.; W. E. Johnston, Ph.C.M.D., Chemist for the Illinois Tunnel Co., 101 Van Buren Street, Chicago, Ill.; G. A. Evans, Ph.C.M.D., 832 Yonge Street, Toronto, Canada. Also by Professor Geo. E. Watson, an eminent chemist of South Kensington, London, England. They all agree that it is a chemical reaction of gasoline of high order, and does not contain Ether, Picric Acid, or anything that would attack the metal of a gasoline engine, and that no presence of acids or harmful ingredients were shown, not even on the most delicate indicators.

PRICE: Per Imperial Gallon, \$12.50; Per Imperial Quart, \$3.50. Delivered to your Station

FULL DIRECTIONS FOR USE WITH EVERY PURCHASE.

If it is not as we represent we will refund your money

We have hundreds of Testimonials from all over the World
Write us and we will forward you copies

We have letters from the following who testify to the efficacy of HERROLINE:—

IN ONTARIO

McLAUGHLIN CARRIAGE CO. LTD., OSHAWA

IN MANITOBA

FORD MOTOR CO., WINNIPEG

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IN GREAT BRITAIN

THE ROYAL AUTOMOBILE CLUB, LONDON

IN SASKATCHEWAN

SASKATCHEWAN MOTOR SALES CO., SASKATOON
BINGHAM IMPLEMENT CO., INDIAN HEAD

IN UNITED STATES

SPEEDWELL MOTOR CAR CO. OF ILLINOIS

HERROLINE

WILL BE UNIVERSALLY USED. WE WILL HAVE AN AGENT
IN EVERY TOWN IN WESTERN CANADA

WHO WILL BE OUR AGENT IN YOUR TOWN GETTING THE BUSINESS THAT IS SURE TO COME

Big Money for Dealers.

Live Agents Wanted.

Make a test Yourself.

Sole Distributors

for Canada:

Triple Tread Manufacturing Co. Ltd. WINNIPEG MANITOBA

Address P.O. Box 1916

The Trail of Opportunity

There is little doubt that our hind sight is far superior to our foresight. We recognize what might have been, in a way that we can never regard the possible "will be" of the future.

But we should never forget that Opportunity never shuts one door in life without opening another portal for the individual. And the other door may open up a vista of possibility that the closed door could never disclose. The young man selling goods in a store in a little prairie town in our Canadian West too often bemoans the fate that he fancies awaits him. He talks of the good old pioneer days, days when his father and grandfather came West and pushed towards the sunset that lay across the barren places of the unknown lands.

To youth romance seems dead, the scope of advancement very, very limited. Increased population, the competition of greater masses, undoubtedly does call for a greater strain from the individual, but if youth will but look forward there are still trails untrod and doors of opportunity yet unopened. Again, the hardy pioneers and the trail breakers,

although beyond doubt men who achieved great things, can hardly be envied. Even today as the Eastern youth reads the glamorous pages of the novel that depicts life on the Yukon or on the Western ranch, he thinks such a life altogether desirable. A little experience of the real usually sadly destroys his ideal in this respect. Mining on the Yukon is hard soul-slaying work, and the merry days on the Z-bar X ranch are only days of hard toil, unpalatable food and verminous bunk houses. Romance stripped of the tinsel and glamor is apt to be a reality that is only questionably pleasant.

Reading of how the hardy pioneer scans the pages of a month old newspaper by the flicking light of a pine knot is infinitely more satisfying to read about (under a shaded electric light) than to experience.

No man can at any time become heroic—a somebody—by simply planning an existence that is mostly stage-effect and self deception. The real pioneer never thought of himself as a hero. Mackenzie, as he traversed the wastes of the West and

North, had a feeling more of curiosity in his soul than one of self-aggrandisement. Father Lacombe thought that he was simply doing his duty as a priest during his years among the untamed tribes of the far West.

Men who really were heroic, simply thought that they were living ordinary lives; they had an honest living to make and duties to fulfil, yet they became "somebodies" in history, while men of a similar period spent their time delving into the past, admiring the early pilgrims, or following the Crusaders, or the history of Caesar, yet ending up as ordinary folks that, like the vast majority of us, were forgotten.

Seas have been crossed, continents explored, and the poles reached, but while all that is acknowledged fact the real exploration of the world is only beginning. Let us consider the prosaic matter of tilling the soil. Upon the amount of food that can be produced per acre depends the future of the nations of the world. One man tramps over the desolation of Siberian steppes to find an alfalfa that will live on the Western prairies of America. Another man, working in the silence of a laboratory, experiments until he succeeds in finding the disease that reduces the yield of flax and wheat, and a third, travelling from town to town by day, sleeping in poor hotels or jolting sleeping cars, carries the story of the new found alfalfa, and the way to prevent the plant disease to the farmers, over an immense area. These men are pioneers of a new type; they are building the days to come as surely as the pioneer in the old Red River cart pushed his way westward.

Such men are scouts in the army of Progress, and in a way its leaders, for are they not opening a road for the hordes that are to follow. And every man that invents a new farm machine or implement that will increase the crop possibilities of the soil, every chemist who evolves a new fertilizer, every man who opens up a process whereby the farmers of the earth may get their machinery more cheaply, all, all are pioneers, trail makers and men who are somebody. That is the great glory about the conquests of the days to come. They will be made by a host of men, not by one leader followed by a host who are forgotten amid the glare of glory that surrounds an Alexander, Timar or Napoleon.

Stevenson, Deere, Oliver, McCormick, Pitt and Rumely—these

names are as historical as those of Hannibal, Julius Caesar or Charlemagne.

Aye, even greater, for they left peace and plenty where the others left rapine, bloodshed and carnage. And the history made by these men is only very recent history, as we reckon by the flight of years. Therefore, are we not only on the threshold of the greatest historical era of all, the era of production and efficiency?

Remember it is only a hundred years since men began in real earnest to improve the quality of their stock, and it is scarce fifty years since they realized the necessity for improving the yield and quality of grain. It is only within the memory of men alive to-day that the study of the soil has been carried on from the practical standpoint of finding out what it is best adapted to.

We have new fruits, new flowers, new grains and grasses, and animals so changed too, that they deserve the same title, and all these are the product of only a few years. And with every new plant discovered, every new machine invented, and new fertilizer produced, another door is opened for the young man of to-day. He may become a great scientist, a great stock breeder or farmer; he may make vast barren areas fruitful and a mine of wealth—all through the open door of applied science.

The road of the new opportunity may lie through the text book and test tube, through the forge or machine shop, yet it is as wide a path as any ever traversed by our forefathers. All the real, original work done in the world is pioneering, and it takes courage of the trail-making quality to go ahead practically day after day, following some way opened up by study and research. It requires the faith that our fathers had to set about the task and carry it to a successful climax.

The undiscovered, the unknown? The world is brimful of it. Doors stand ajar on every side. We are living in a vast temple of daily opportunity. He who can show us how to grow three bushels of wheat where before grew only two is a pioneer, aye, more, he is a benefactor of the human race.

The open door awaits youth, and the trails stretch in all directions, even beyond the sunset. They are awaiting, and behind us are the moaning masses of cities. To-night in the slums of the world there be children crying for bread. Poverty and hunger, dis-

Successful Threshing

Depends upon the quality of the Belt

Every threshing outfit owner knows that fact. The wide-awake dealer, therefore, should handle the best belting that natural products and human skill can produce. The best belt is the cheapest in the end, whatever its cost. You have got **the Best**, and know that you will have no complaints regarding breakage or slipping, if you supply your trade with either

Lion Brand Rubber Belts

OR

Maple Leaf Endless Thresher Belts

The majority of the well-known thresher companies use our belts exclusively. They should, therefore, suit your trade.

Write for full particulars

Gutta Percha and Rubber Limited

WINNIPEG Not in any Trust or Combine CALGARY

ease and death, amid the squalor and clamor of the streets.

Out on the open places the soft winds are crooning their song to the waving prairie grass. East, west, north, south, as far as eye can reach, stretches the rolling contour of bluff and prairie. This is the land for the pioneers to transform; it awaits their feet if youth will but see that it is strewn not with the withered leaves of hopelessness but with the golden flame—flowers of Opportunity.

"Built-in" Magnetos

Battery ignition for farm engines is rapidly making way for the more modern method of magneto ignition. The magneto is much more simple, and is claimed by engine builders as the most practical improvement ever put on a gas engine. It does away with batteries and spark coil, and the better type of magnetos also start the engine without cranking.

Among the first to install the built-in magneto was the Turner Mfg. Co. of Port Washington, Wis., who equip their line of "Simplicity" farm engines with this modern device.

The "Simplicity" built-in magneto, says the publishing agent for the Turner Mfg Co., is far from being an experiment. It is five years since this magneto entered the experimental stage, and it has now arrived safely in the market and been accepted as practical. It is guaranteed to last the life of the engine.

The "Simplicity" is a typical "built-in" magneto, built right on to the spark plug of the engine, where it needs no wiring or switches to connect it up. It operates from the push-rod of the engine, and thus needs no gears, belts or pulleys to operate it. Because the push-rod is operated by the governor, and the exhaust valve and igniter are both controlled by a single action only when a spark is needed for an explosion, wear and tear is saved on the magneto, insulation and sparking points.

The "Simplicity" magneto starts the engine without cranking. It does not rotate, and can be operated in any cycle of the engine, giving a good, hot spark for starting at any speed of the engine, or without any motion of the engine whatever. This is of particular advantage in the "kick-off start." As the engine is rocked back against compression, the

starting lever is snapped the instant the fly-wheel stops and reverses, thereby getting the maximum power from the explosion.

A hot, heavy spark is secured at all times by tripping the lever, whether the fly wheel is being turned over or not. A strong, hot spark produced by simply tripping the lever is a great advantage in cold weather and in igniting gas from low-grade fuels. It is also very useful with a heavy engine, because the operator can produce a hot spark of maximum efficiency at the most exact moment needed.

Battery trouble is entirely eliminated with the built-in magneto. With the "Simplicity" type there are no rotating parts, no wires or switches, and no contact points or brushes to gum up and cause trouble.

Power and the Farm

In considering the engine in relation to the farm we find that the more we analyze the further we find scope for the usefulness of power on the modern farm. Consider, for instance, the future meat supply of the country. From a vegetarian point of view it is possible that the necessity for meat may decline, but as things are now it is more than probable that the demand for meat will increase in direct proportion to the population of the country. For the sake of argument, assuming that the demand for meat will not increase in the future, but will remain as it is at present, where, then, will the meat supply of the future come from? So far as human intelligence can gauge it must be from the farms of the country, for the advance of the homesteader and the wheat lands have driven the cattle range back and back until now it is mostly a memory—and the cowboy, with his romantic personality, is retiring into the oblivion that surrounds the Indian, depending for a waning popularity to the stampede, circus and Wild-West Exhibition. In a very brief period the abattoirs of our country will have to look to the farmer for their supplies of live cattle. In fact, almost already that condition exists, while with it we see a constant extension of farm dairy industries from all quarters of the country. Upon this combination, the raising of beef and cattle and the dairy industry, rests the future fertility of the soil of Western Canada, and the degree of productivity it

will develop under modern scientific agricultural methods. Such a condition is the outcome of the dire necessity for conserving natural fertility, and the conditions that follow on such methods are essentially power conditions. The farmer of to-day cannot meet the requirements of the soil without power, and he is not slow to recognize that the era of man-power farming passed years ago. Power farming does not only mean the use of tractors and power plows, but rather means farming where all kinds of degrees of mechanical power will displace human or animal power. A complete centralization of this condition is, so far, beyond the efforts of our imagination. Therefore, to take the production of beef alone, individual effort in the production of both it and dairy products must be unequal to the demand of the immediate future, based on the difficulty of supplying the demand of the present time. So far we cannot find any medium more efficient and more economical than animal power, save the internal combustion engine. Man has searched for a supplement to his personal efforts, and only in the engine has he found what he sought for.

If we ever hope to lower the present high cost of living, if we ever hope to devote the thousands of acres, now raising feed for horses, to the more useful service of supplying food for the human race, if present comfort and prosperity are to continue in the future it will only be by means of mechanical power as applied on the farm. Economic conditions demand the application of power to farming, and short sighted is the individual, whether ordinary citizen or agriculturist, who does not recognize its inevitable coming, and the benefits that will accrue to humanity through its wider adoption.

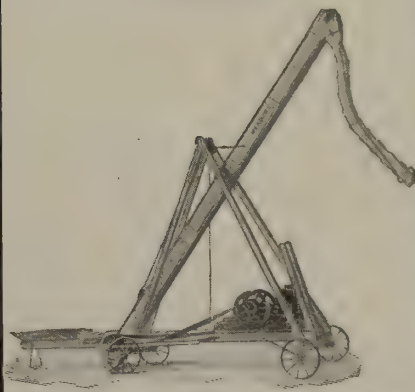
Follow His Example

A dealer down in Nebraska recently sold a silo filler to a farmer to be delivered in September. Having the order safely in hand, the dealer sent the order to the manufacturer and requested immediate shipment. He now has the silo filler on his sample floor, and not only has the satisfaction of having it sold, but of being able to have the machine set up where other farmers may see it and become interested in it. Wise dealer.

Agents:— Sell The

MEADOWS ELEVATOR

You will make Money and give Satisfaction



The Meadows Portable All-Steel Grain Elevator is positively the only elevator on the market equipped with regulated hopper feed device that will not crowd under varied conditions.

The Patented Adjustable Shaft makes elevations possible at any height.

The Engine 2½ h.p. is sufficiently strong to lift grain 18 ft. at the rate of 20 bushels per minute. It is a strong, simple and serviceable engine, easy to operate and inexpensive in upkeep.

It is well placed on the carriage which reduces vibration to a minimum and affords a solid foundation. May be bought with or without engine. The entire equipment is well built and made to last. It performs a labor and money-saving function and once sold in your territory will result in many further sales.

Write today for our agency contract and prove to your satisfaction that the Meadows is a money maker.

HENRY RUSTAD

325 William Ave. Winnipeg

LASTIC-AIR

PREVENTS

Punctures

Blow-outs

Slow Leaks

Rim Cuts

This chemical compound is the best substitute for air ever discovered. Unaffected by heat or cold, it doubles tire mileage and saves money. When the casings are entirely worn out LASTIC-AIR can be transferred to the new ones. Consider a trip without extra tires, tubes, tools or repair kits.

LASTIC-AIR is sold under a Liberal Guarantee and will prove a big money maker to YOU.

Selling Agents wanted for this preparation which every auto owner will want.

Write for full particulars to

Lastic-Air Co.

102 King Street
WINNIPEG, MAN.

Daily Lectures at Motor Contest

An innovation during the motor contest at Winnipeg this year, held July 1-16, is that of a series of daily lectures. The management have arranged a specially equipped room in which they will hold these lectures, the object of the latter being to emphasize more fully the value of the motor competition to agriculturists. The methods of making the tests, the determination of horse-power by the brake test, the meaning of indicated horse-power, the use of the dynamometer and the calculation of tractive horse-power; and how the various points awarded contestants are arrived at, will all be thoroughly explained, and in a way easily comprehensible to the non-technical individual. We feel sure that this step by the management is one fraught with the utmost importance, and one which will do much to increase the popularity of the motor contests. In view of previous years a little comparison shows the advantage of such a system of plain, practical talks upon the contests. Assuming that the farmer at the present day is a mechanic of varying adaptability, we still put a considerable tax upon his mechanical knowledge, when he is confronted by the brake testing of the farm tractor. The potential idea of overcoming a frictional load he may grasp, but the many other points that go to make up the stringent investigation every machine has to undergo evade his comprehension. In the past we have seen farmers who were wide awake and alert to the possibilities of the tractor on the farm, but the vast majority stood for a little time watching the whirring belts at the brake tests, gave one vague look at the figures upon the recording sheets, then wandered away! Anyone who is unversed in formulae or engineering calculations will readily admit that they mean for him a combination of Egyptian hieroglyphics and Choctaw. While many of us find an absolute pleasure in the intricacies of mathematical calculations, the average individual does not consider that sine, cosine and slide rule are essential to their ultimate happiness.

It is just these facts that make these lectures that are to be held of the greatest value to farmer, implement dealer, or to the ordinary individual who possesses the bump of mechanical inquisitiveness. Humanity, as a mass, have

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited

F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

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RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JULY, 1913.

the desire to know the "why" and "how" of everything, and reasons and explanations, couched in plain everyday phraseology, should certainly be the greatest possible adjunct to the motor contests. The analysis of the records of performance are not difficult for those directly connected with the business, but they may mean little or nothing to many farmers. It is by such means that we will eventually train the farmer in the mechanical knowledge of the tractor and its possibilities, which, after all, is the most important end of such motor trials, since the men to interest should be those who will ultimately buy. Farmer, dealer, or ordinary visitor at the exhibition, all should find a benefit in this lecture system, whereby the why and the how of the motor contests will be made absolutely clear to all who have any interest in their educational value.

Association

At the present day we find association movements in every department of trade and commerce and in the vast majority of the professions. Everywhere it is demonstrated that the movement towards association is being recognized as a necessity by wide-awake business men. Local associations, provincial associations, state associations—bi-state or tri-

state—national associations, are growing and blossoming with all the vigor and luxuriance of roses in June.

It is no longer necessary to shake up the live retail merchant to awaken him to the fact that associations are of the greatest benefit to his business. Unless he is a human mole, who seeks to see the earth only, he gets busy and joins some associated body in connection with his business, having the laudable idea of annexing unto himself many of the good things that result from belonging to such bodies.

One of the encouraging features is the fact that he has gotten through the kindergarten department in his conventions. He realizes that he attends the annual convention for two principal objects—one is to correct wrongs and grievances; the other is to acquire practical, valuable knowledge.

He has learned how to go about the accomplishment of these valuable results. Should a grievance require consideration he goes at it in a plain, straight-forward way—using manly brevity and directness; calling a spade a spade. He realizes the influence and power that he, as a unit in the association, possesses, and he wants to use that power for the general good. Such men, without arrogance or disagreeableness, enforce their rights as a body in an

impersonal way, recognizing that the good accruing to one, benefits all, and that the greatest good for the greatest number is the mark of progression in any line of modern business.

This attitude of cumulative self-respect, of allied insistence for rights, leads to success and the elimination of grievances. Cooperation in effort is the keynote to success, and the individual members in any association should work in harmony as do the component parts of a finely regulated mechanism. Every retail implement dealer in Western Canada ought to belong to the Interprovincial Retail Implement Dealers' Association, so that as a body they may wield a power beneficial to the whole status of the trade and of the utmost value to every individual who belongs to the association. He who stands alone has no support, but concerted effort means rigidity, strength, power and success in business.

Pay us a Visit

We do not doubt that many implement dealers will visit Winnipeg during the days of the Canadian Industrial Exhibition. To all such we proffer a hearty invitation to pay us a visit at the offices of Canadian Farm Implements. Our many friends may not remember that, since last year, we have changed our location. Our offices are now situated in the Confederation Life Building, Main street, upon the eighth floor. When you get tired of business or of pleasure catch the elevator and come up and see us. We can offer you a soft cushion and a cigar, and will be only too pleased to hear how the implement business looks in your district. We shall only be too happy during the visit of any dealer to the city to be of any assistance possible, either to him or his friends. So don't forget, but look us up when you are in town.

Weeds in Business

Every implement dealer is aware that weeds, if unchecked, will ruin the best crop. Plowing and sowing may be most conscientiously performed in spring or in fall; all that should be done under the heading of scientific farming may be done, and the rest left to Nature. Even so—something remains undone. There are weeds to fight!

We find that there are weeds in business and weeds in the individual met with in business. We have weeds of competition and opposition, of public indifference from without, and lack of enterprise from within the place of business. We have short-sighted policies and procrastination in ordering stocks; we have lack of initiative and push, wrong methods and obsolete systems.

These are weeds in business that, unchecked, seriously retard its growth and strangle its stature.

Cultivation, we have found in modern agriculture, is the most efficient weed killer. We, therefore, keep cultivating and the weeds never get a chance to thrive and multiply.

There is, for every business and owner of a business, a combination implement—a composite plow and harrow, fertilizer, cultivator and spraying outfit—a deadly and effective weed-killer for the fields of business. It is called Advertising.

The manufacturer, jobber or dealer, cannot plow or sow well in the fields of advertisement in the spring or autumn, and then leave the rest to human nature.

Human nature and its apathy will not regard your period of growth as one that they should energize. They are not proof against the quiescence that also assails you, and since you speak not they hear nothing! They are asleep among the matted weeds of the somnolent summer season, even as you are who fail to eradicate the summer weeds of Business. Therefore, in the fields of business as in the grain fields, we must keep busy all through the hot weather—we must persistently cultivate the business so that the weeds are all killed, and only the golden grain of profits remain to show that our work is not in vain. Summer advertising turns summer sluggishness into profitable activity. Plan advertisements that will result in summer profits; do not let your trade sleep unheeded; awaken them and make them help kill the weeds that exist in your business. If business seems dull, keep cultivating, keep advertising; keep out the weeds!

Logic and Sales

To sell successfully it is necessary to transpose your position in relation to that of your customer. You must look at the proposition from his standpoint, and you must analyse his motives in not seeing your argument as you

visualize it. Beyond all you must consider the personality of the man, his surroundings, interests, hobbies. All these have a bearing on the question, although such may not seem to be the case. If a customer can be found to talk on his farm, his crops, his success or otherwise, he will give you more pointers for making a sale than would be possible were you to do all the talking. The activities and ambitions of the farmer have to be studied, for in them lies the motives that lead to purchasing. The average farmer is remarkably logical and common sense. The gold-brick variety talk only repels him. The glowing description and the far-fetched argument only lead to the formation of doubt in his mind. Over-statement is fatal to making sales. Once you breed the seed of suspicion through over statement it is very hard to get a man to believe in you thereafter. Talk must be strengthened by performance. If you can take him into the warehouse and show him just

sell him goods, but when he commences to over-buy the dealer has to protect him from himself in order that he also may minimize his own financial risk. Many farmers cannot see the question on that side, they do not realize that the dealer has a genuine business reason for refusing them credit beyond a certain limit. And, in every case, credit can only be based upon sound knowledge and judgment of the person to whom it is extended. The risk of extending credit is necessary, but the risk should be taken with eyes that consider every eventuality.

Plans for U. S. Tractor Contest

Tentative plans for a contest of tractors to be held in Peoria, Ill., during the National Implement and Vehicle Show, Sept. 19-27, are under consideration, although nothing definite has been determined. The suggestions made by the American Society of Agricultural Engineers, during

Days of Canadian Industrial Exhibition —Winnipeg—

Tuesday, July 8	Opening Day
Wednesday, July 9	Farmers' Day
Thursday, July 10	Citizens' Day
Friday, July 11	Children's Day
Saturday, July 12	Travellers' Day
Monday, July 14	Manufacturers' Day
Tuesday, July 15	American Day
Wednesday, July 16	Athletic Day

why and how this harrow, plow, seeder, or pulverizer is superior in its design and construction to others, he will be more impressed than by all the talk you can level at him in an hour. Practical men want practical demonstrations, and this rule applies the world over as well as in Missouri. You must convince a man, but you cannot expect him to be convinced blindly. Whatever is contrary to the practical experience of the customer will not seem true to him. He may not, truly, have advanced as far in experience as your argument goes, yet you must show him how your proposition is based upon the fundamental facts of his own experience. A man will often contend that you are just letting him down tenderly when you inform him that you cannot increase his credit because it is not to his own best interests to buy more heavily. Yet he does not stop to consider that the dealer can only give him credit up to a certain point. Up to a certain point it is profitable to

its annual meeting last December, will be largely followed. These suggestions embrace a contest for general utility tractors and tractor trucks—leaving to Winnipeg the competition between high-powered tractors.

No limit to the horse power rating is to be imposed upon the so-called utility class, but to be eligible to compete in the contest a tractor, irrespective of its horse power, must be specially designed and adapted for general utility work on farms of 640 acres and less. This rule would not bar a tractor of 100 h.p. or more if the manufacturer could show that it is adapted for use on farms of the size indicated.

It is proposed to place the entire contest—exclusive of the financing—in the hands of the American Society of Agricultural Engineers, which body will take full charge of the technical end of the contest. It is expected that an official announcement relative to the proposed contest will be made in the near future.

Personal

Turnbull Bros. have sold out their implement business in the town of Wilkie.

Hughes & Ellerton are the names of two implement dealers in the town of Langham.

A new firm, handling farm implements and machinery, in Quinton, are named Hinds & Rettig.

C. H. Palmer has taken over the implement business at Craik, formerly carried on by P. McAlpine.

It is reported that the Hart-Parr Co., of Charles City, Ia., will erect a branch factory at Saskatoon.

T. A. Mayor is the name of a new dealer who has commenced operations in the town of Gladstone.

The Kindersley Auto & Electric Co. have started business in the Saskatchewan town of the same name.

A. E. Ellis has bought out the implement business formerly carried on by J. D. McIntyre, at Claresholm.

A concern, reorganized and incorporated in Port Arthur, is the Port Arthur Wagon & Implements Limited.

D. J. Pennefather has taken over the implement business at Kisby, formerly controlled by Charles H. Pollard.

We regret to note that the implement premises of C. C. Fielding, a dealer at Burdett, were recently destroyed by fire.

A new implement firm, who are increasing the business scope of Bowsman, do business under the heading of Royce & Davies.

A new implement concern, with a rather hard name for the tongue to circumnavigate, is that of Padovinecoff & Co., of Blaine Lake.

Joseph E. Pocock has enlarged the business possibilities of Harding by recently commencing a retail implement business at that point.

Welk & Goertzen is the sign gracing a new implement business at Waldheim. The partners hope to do a good business at that Western point.

J. W. Kruejer has given up his implement business at Ogema, which is now being carried on by two implement men named McDonough & Lownsbury.

A blaze in the fibre stores of the Deering plant of the International Harvester Co., at Chicago, on June 9th, resulted in the loss of about \$10,000 worth of sisal fibre.

H. J. Fuller, president of the Canadian Fairbanks-Morse Co., was in Winnipeg recently during a business trip to the various Western branches of his Company.

We regret to note that the implement warehouse belonging to Forbes & Ely, Balcarres, Sask., caught fire on the morning of June 18, being completely burned down.

Candies and cultivators are a rather incongruous combination, yet we note that Geo. Forster, an implement dealer in Allan, carries on both lines, but has sold out the sweet-tooth side line to a man named J. T. Holmes.

The International Harvester Company has let a contract to Carter-Halls-Aldinger, contractors, Winnipeg, for the construction of a six-storey warehouse at North Battleford, Sask. The erection will cost around \$90,000.

The Heider Manufacturing Co., Carroll, Iowa, announce an important improvement on Heider tractors, namely, a simple carburetion device, by means of which the engine can be driven by either gasoline, motor spirits or kerosene.

E. Strachan, manager of the John Watson Manufacturing Co., Winnipeg, has just returned from a vacation in California. Mr. Strachan looks greatly benefited by his trip and seems in excellent fettle for the summer rush of business.

The Pioneer Tractor Co. are erecting a large structure at Calgary for the assembling of their machines, at present manufactured in the States. The building is steel frame and 580 feet long, and is expected to be finished during the fall.

We proffer our sincere sympathy to F. A. Dietrich, advertising and collection manager for Winnipeg branch of the Massey-Harris Co., who suffered a recent bereavement through the loss of his father, who passed away at Freeport, Ill.

H. P. Edwards, manager for Canada for the Armstrong Manufacturing Co., Ia., recently has returned to his headquarters in Saskatoon after a visit of several days at the factory, making arrangements for his machine requirements for the coming season.

We regret to note that on June 10th, R. G. Metcalfe, a collector for the International Harvester Company, was shot and killed at Sounding Lake, Alberta, by a farmer named Albert Richshaw. The murderer, it is stated, is in-

sane, there being no cause for his terrible act.

We had the pleasure of a visit the other day from our old friend John Morecombe, Cypress River. John, like every other business man, finds things excessively dull and collections a negligible quantity, yet he is confident that beyond the gloom of the present the financial sun is shining.

Haug Brothers & Nelleremoe, well known as the West Canadian jobbers of goods manufactured by the Avery Company, of Peoria, Ill., have recently been granted authority to change their name to the Canadian Avery Company, under which name they will hereafter do business.

S. H. Chapman, president and general manager of the Ontario Wind Engine and Pump Co., recently spent a week in Winnipeg on business connected with the company. He was accompanied by his son, F. W. Chapman, who is assistant president and sales manager for the company in Ontario.

W. S. Johnson, who for the past few years has been connected with the Canadian Moline Plow Co., Winnipeg, has been transferred to the branch of that concern at Omaha, Neb. He formerly worked in that office before coming to Winnipeg, and he now returns to take a territory traveling out of Holdrege.

W. J. Thorpe, late manager of the Winnipeg branch of the Rumely Products Co., has joined the sales force of the Nebraska Moline Plow Co. Mr. Thorpe will travel out of Lincoln, Neb., and his many friends in the implement trade in Western Canada wish him every success in his new sphere of labor.

Arthur Young, a demonstrator for the J. I. Case Co., Calgary, was killed by a tractor on June 23rd, while on a farm near Baugh. The deceased was demonstrating a tractor on the farm of George Melleck when he tripped on a stump and fell in front of the tractor which passed over his body killing him instantly.

The Triple Tread Manufacturing Co., have removed from their old premises on Gertie Street, Winnipeg, and have leased extensive premises in St. James, one of the suburbs of the city. The manager, Mr. Wilkinson, has just returned from a visit to England, and is busily engaged in pushing work at their new location.

The Avery Co., Peoria, Ill., manufacturers of agricultural implements and tractors report that

they have substantially increased their working force, and in spite of added facilities are still behind their orders to the extent of 150 tractors. A favorable feature of the Company's business is that its cash collections are ahead of those of last year at this date by the respectable amount of \$200,000.

E. W. Edlin of the general sales department, Deere & Company, Moline, Ill., departed for St. Louis this week, and will have general charge of the John Deere Plow Company of St. Louis during the absence of C. W. Mansur, general manager. Owing to ill-health, Mr. Mansur feels the necessity of being away from business for an indefinite period, and this arrangement leaves him free to take a much-needed rest.

The firm of Deere & Co., intend to construct the largest foundry in their organization at East Moline, Ill. They are building this summer, two foundry buildings 600 feet in length. Their present equipment provides for an output of 10,000 tons of castings per year, but the new accommodation will increase this to more than 40,000 tons yearly. As a result of this extension an additional staff of 300 employees will be necessary.

J. M. Reid, who has been connected with the Ontario Wind Engine & Pump Co. for the last 19 years, for the last ten having occupied the post of Winnipeg manager, recently severed his connection with that concern. We understand that Mr. Reid intends to give more close attention to his financial holdings, while he will also act in an advisory capacity to various financial interests in the West. We hope to publish fuller details in this connection in a later issue.

E. Elwood, Saskatoon, Western manager of the Renfrew Machinery Co., recently spent a couple of days in Winnipeg, during which he made arrangements with the John Watson Manufacturing Co., of this city, whereby that Company will handle the sale of Standard Cream Separators and Standard Gasoline Engines in the Province of Manitoba. T. A. Low, president of the Renfrew Machinery Co., with headquarters at Renfrew, Ont., met Mr. Elwood at Winnipeg, making the trip West along with him.

On Saturday, June 7th, the Manley and Slater Auto Co., Moose Jaw, agents at that city for the Twin City Gas Tractor, gave an interesting test of what a 25 h.p. Twin City can do in

plowing. In a stubble field with heavy soil—some parts stiff gumbo, a disc plow with twelve bottoms was operated at 7-8 inches deep. For about half a mile the plows were sunk to 10 inches, yet the engine handled the load easily. Over 50 farmers and others interested witnessed this test, evidently appreciating the machine as a labor saver.

John W. Park, the oldest employee of the Rumely Products Co., La Porte, died recently, after 42 years spent in the service of that Company. Seventy-one years of age, the late Mr. Park joined the firm of M. & J. Rumely in 1871, previous to which he ran a threshing outfit in Ohio as long ago as 1860. With the Rumely organization he served faithfully and well in the sales side of the business, and it was he who organized the Chicago office of the Company. A hale and hearty old man, he was one of the leading spirits in the salesman's trip to the Rumely factories' last winter.

R. S. McLaughlin, general superintendent of the McLaughlin Carriage Co., Oshawa, accompanied by Mr. Moyse, mechanical superintendent of the same concern, have just returned from an extended tour through Western Canada. During this trip they spent a week in Winnipeg, and a day in each of the following Western cities—at which the the Company have branches located—Regina, Calgary, Saskatoon and Edmonton. These gentlemen make a trip of this sort an annual event so as to keep in touch with the trade and make any changes in their goods that may be required by particular districts. Mr. McLaughlin reports the factory to be running at full capacity.

We take the greatest pleasure in proffering our heartiest congratulations to our old friend J. E. Grierson, advertising manager of the Cockshutt Plow Company, at Winnipeg, who has departed from the ranks of single un-blessedness. On Saturday, 14th June, the staff of the Cockshutt Co., at Winnipeg assembled in the general office, when they presented Mr. Grierson, and his fiancée, Miss M. L. King—who had also been connected with the Company—with a cabinet of silver and cut glass on the occasion of their approaching marriage. Mr. Minhinnick, in the absence of the Western general manager, Mr. Mott, made the presentation, wishing the recipients every happiness in the future.

A Reorganized Concern



O. J. McIntosh

Reorganized with increased capital, the Dominion Specialty Co., Ltd., Winnipeg—formerly known as the Dominion Specialty Works—has now received its charter as a limited concern with \$50,000 stock. The managing director, O. J. McIntosh, is well known to the implement fraternity, and it says much for the energies of its officials that during the first year of the company's existence they claim that 2,500 of their well known automatic grain picklers were sold at western fairs alone by three salesmen—Mr. McIntosh and two assistants, and that business so increased after the first year that it was found impossible to fill orders owing to the lack of manufacturing facilities. The present year finds this live organization in the third of its existence, and from all appearances going ahead, since already the company are receiving orders for machines to be delivered in February, 1914.

The automatic seed grain pickler manufactured by this company is self-operating, supplying its own power by the force of the grain leaving the hopper. The massed kernels fall upon a spirally-fluted turbine, causing it to rotate rapidly, while the liquid used passes from the tank through a pipe and upwards into the interior of the turbine head, where it forces itself through openings spraying the grain. It handles any kind of grain—wheat, oats, barley, flax, etc. By means of a petcock the solution can be re-

gulated so as to merely dampen or to thoroughly soak the grain. The machine is recommended for bluestone or any other solution, and has gained a great sale in Western Canada.

A Tractor Contest in South Africa

In the end of March a field trial competition for farm tractors was held in South Africa by the Port Elizabeth Agricultural Society. The tests comprised a plowing test, both mold board and disc plows being used. A standard depth of 8 inches was decided upon, but owing to the variety of plows used, some of which would not allow that depth, the records of fuel consumption and time are not readily comparable. An opportunity of showing the turning radius of their respective plants was allowed all competitors. A further trial was held at the close of the contests, when each tractor drew the same plow in turn, the plow being set at a specified depth. In view of the Winnipeg contest this month it is of interest to note the reports of the judges on some of the competitors. The following tractors completed all the trials:

A 24 b.h.p. "Ivel" motor, made by Mangold Bros., Port Elizabeth, S.A., value \$2,250.

A 30-60 Rumely Oilpull, type E, valued at \$4,625.

An 18-20 b.h.p. "Universal" tractor, by S. Sykes and Co., Johannesburg, S.A., valued at \$1,875.

A 50 b.h.p. McLaren's "Royal" steam tractor, made by J. and H. McLaren, Leeds, England, valued at \$3,450.

A 15-25 b.h.p. Fairbanks Morse oil tractor, valued at \$2,840.

A 30-40 b.h.p. Ransome's steam tractor, made by Mangold Bros., valued at \$3,625.

A Big Four "30" oil tractor, self steering, forwarded by Emerson-Brantingham Co., and valued at \$4,750.

A 25 b.h.p. "Mogul" tractor, made by W. Spilhaus and Co., Cape Town, valued at \$2,750.

In their report the judges say: "Taking the tractors as shown we have unanimously decided to award the prize of \$500 to J. and H. McLaren, Leeds, England, for their 50 b.h.p. "Royal" steam tractor, priced at \$3,450, and a special prize of \$130 to Messrs. Sykes and Co., Ltd., Johannesburg, for their 18-20 b.h.p. "Universal" tractor, priced at \$1,875.

The following information regarding these tractors may be of interest:

McLaren Tractor

Total area plowed, 2 acres.

Time per acre, 28 minutes.

Fuel consumed per acre, 80 lbs Natal coal.

Water evaporated per acre, 51½ gallons.

Average depth of plowing, 8½ inches.

Radius of turning circle, 16ft. 5in.

Number of bottoms pulled, 8.

Regarding this tractor the judges said:

"The remarkably low consumption of fuel was largely due to the provision of a superheater, a feed water heater, and the lagging of the steam cylinders and valve chests, coupled with the fact that the engine was "compound," i.e., steam being passed through two cylinders in place of being passed through one cylinder only. Against these advantages there is a delay due to getting up steam, and the losses incidental thereto if the plant is not worked for a sufficiently long period before withdrawing the fire. The transport of coal and water to the engine will in many cases prove a serious objection to the use of steam plants.

"The substantial build and fool-

proof construction of this engine appealed to us."

The Sykes tractor does not seem to compare favorably, since it only plowed ½ acre in 1 hour 23 minutes on 2 pints of gasoline and 3½ gallons of kerosene. The average depth it plowed was 7 inches, its turning radius 12 feet, while only 2 plows were pulled. Favorable comment was also made on the American made tractors present. The comparison between steam and oil tractors is considered difficult by the judges, since they say it depends largely on the proximity or otherwise of the sources of supply of fuel and water.

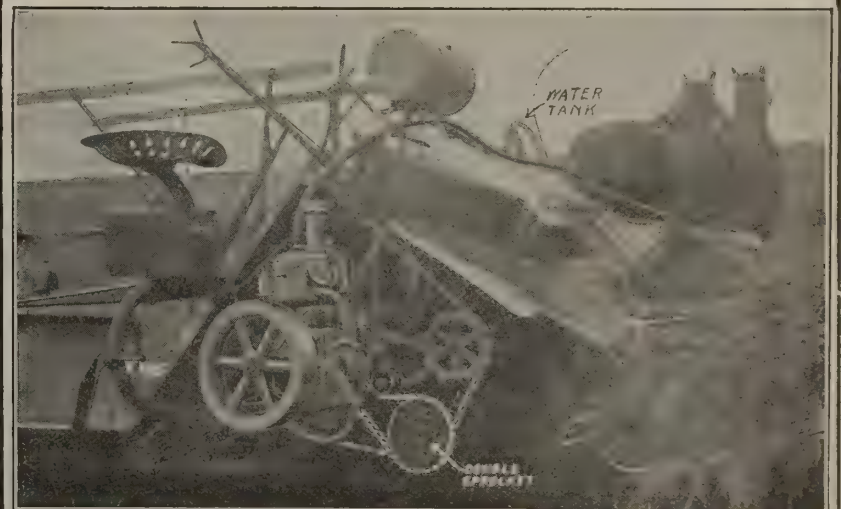
Gas Engine "Abilities"

Consider these "abilities" of the gas engine as recently enumerated by H. W. ("Gas Engine") Jones:

- Durability.
- Applicability.
- Inerrability.
- Desirability.
- Immutability.
- Amiability.
- Adaptability.
- Insurability.
- Admirability.
- Probability.

CUSHMAN! CUSHMAN! CUSHMAN!

4 H.P. 4-CYCLE



A Harvest Field near Dauphin, Man., Showing Farm Cushman Operating a Binder

ENGINES THAT SELL AND STAY SOLD

Send for Literature on our 4, 8, and 20 Horse Power Light Weight High Power Gasoline Engines . . .

Cushman Motor Works of Canada

LIMITED

210 Chambers of Commerce

WINNIPEG

New Deal Wagon



NEW DEAL WAGONS

ARE EASY TO

SELL

THEIR SUPERIOR

CONSTRUCTION

APPEALS TO

CRITICAL BUYERS

The Best Canadian Built Wagon

Channel Ironed Reach

On no other wagon will you find a similar reach. It is practically indestructible.

Made from select oak and lined the entire length, with channel irons on both sides.

It cannot spring or warp edgewise. The channel irons protect all wearing points and will last the life of any wagon.

Trussed Tongue

A wagon tongue is subject to great strain. A quick turn or one of the front wheels dropping into a rut may snap the tongue, causing a dangerous accident.

Made from straight grained oak with 7-16 steel rods on either side, secured at both ends by clip bars. This prevents warping and gives it twice the strength of the ordinary tongue.

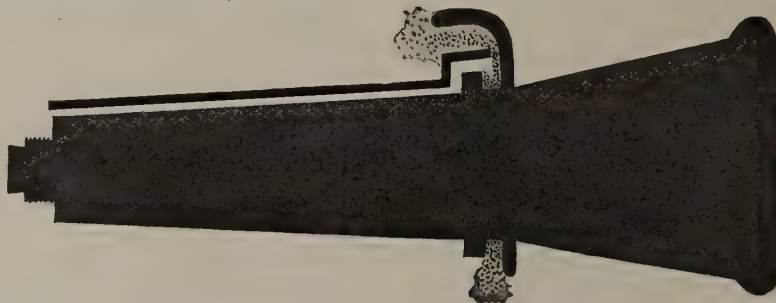
Grooved Collar Skein—Sand Proof

A sand and dust proof skein means much to the life of a wagon.

The draft is reduced. The bearings do not wear out so quickly.

The New Deal is equipped with a special collar, which prevents all dirt or sand from getting into the bearing. A very valuable feature.

The bell or mouth of skein is large and long, taking in nearly full size of axle. This materially strengthens the gear at a point which is subject to great strain.



The "SPECIAL FEATURES" of the New Deal Wagon will appeal to your customers. These special features mean additional quality, and quality is what your customers are looking for.

John Deere Plow Co., Limited

Winnipeg

Regina

Saskatoon

Calgary

Lethbridge

Edmonton

A Line of Potato Machinery That Is Profitable to Handle



Aspinwall Four Row Sprayer

It is necessary for every potato grower to use a sprayer.

IT IS NECESSARY to use an "ASPINWALL" to obtain the best results and the greatest satisfaction.

Its wide range of adjustment, lightness of draft and accessibility of the parts place it first in the estimation of every critical buyer.

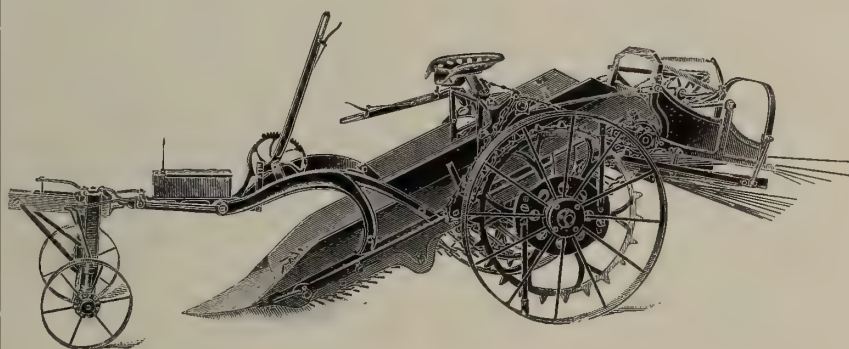
Nozzles may be adjusted to spray straight down or at any angle to the rear.

By means of pedals the spray can be directed to cover uneven rows, or overcome the effect of side winds. It will handle the heaviest preparations.

It is the **MOST ADAPTABLE**, therefore, the **MOST PROFITABLE** for any dealer to handle.

WHILE at the Winnipeg Fair visit our sample rooms. We will be glad to meet you and be at your service.

We will not have an exhibit at the Fair.



No. 302 Hoover Digger with Picking Attachment

Handling a crop of potatoes by hand is hard, slow work.

Modern machinery has made it possible to cultivate and harvest potatoes quickly and easily, thereby reducing expense.

Reducing the cost of handling makes the crop more profitable.

A potato digger is a profitable machine for every potato grower to own.

The "**Hoover**" is the **most profitable** digger to use.

The most profitable digger for a farmer to use is the most profitable one for the dealer to sell.

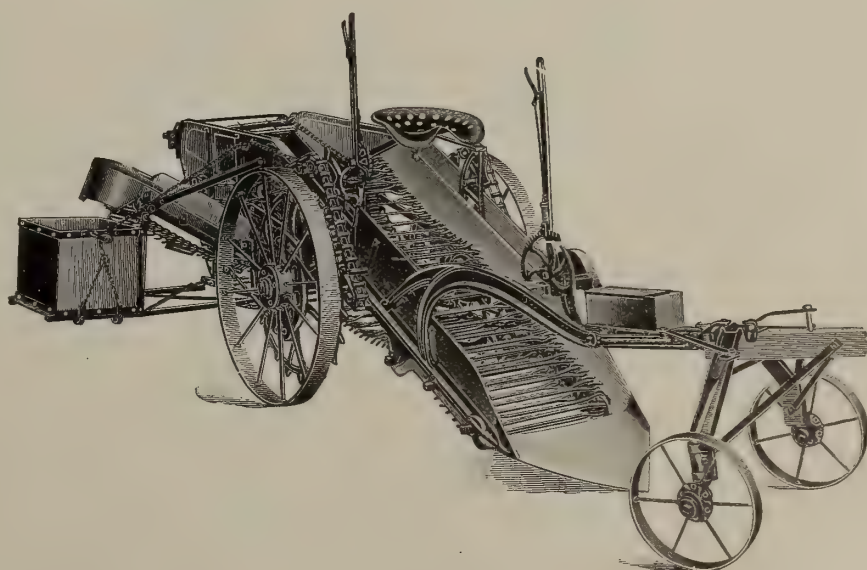
If you haven't got our booklet describing our line of potato machinery write us to-day, it will help you in making sales.

No. 304 Hoover Digger

Strength and great capacity characterize this machine.

Equipped with a rear agitating rack and vine separator, which have a backward and forward motion, sift all dirt and rid the potatoes of all vines.

Agitating rack and vine turner can be removed and picker attachment used instead.



"The trade on Potato Tools in your territory can be doubled by handling the right line. Let us tell you more about Hoover Diggers."

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton



Not Speedy, But Sure

Oxen were a very common traction power when caravans of prairie schooners dragged their slow lengths across the great central plains to Golden California, and when the old Red River carts creaked their way from Fort Garry, where Winnipeg now stands, to St. Paul. The ox-drawn vehicle, like the pioneer, is passing and soon will be but a memory in the West.

The accompanying photograph of an Emerson buggy in Saskatchewan is, therefore, a decided curiosity. It was sent to the Emerson-Brantingham Implement Company by the owner of the team, a homesteader.

Facts on Farming Mills

The fanning mill is often thought of as an improver of the quality of seed. By many it is supposed to separate the bad seed from the good and so increase the yield. Experiments made on the Ohio and Kansas experiment stations do not confirm these beliefs. At the Ohio station three grades of wheat, heavy, light and uncleaned, were tested, and little difference in yield was found. Neither grade was appreciably better than the other. Likewise, oats gave the same results; there was practically no difference in the yields from the upper, lower and mixed kernels. Kansas found that the heavier kernels yielded something like two bushels better than the light. This shows that the size, plumpness and appearance of the kernels are no indication of their vitality or yielding power.

But the fanning mill has other uses that make it a desirable farm

asset. Everyone knows the troubles met with in sowing uncleaned grain. The chaff, straws, etc., are continually stopping the feed on the drill, and as a result, an uneven stand is obtained. When it comes to the weed seed eradication problem, the fanning mill is a kind of an oasis in the desert. Nearly all the weed seed can be separated from the grain, thus reducing the spread of weeds. With these two foreign contents out of the grain the amount sown becomes more uniform and is easier controlled.

A fanning mill can be used to remove smut from grain. Of course, smut can not be entirely eliminated by this method, but it can be so reduced as to be practically unnoticed in the next crop.

—Farm Machinery.

Sisal Hemp in Western Mexico

Many of us are of the opinion that the culture of henequen, or fibre plant—erroneously known as sisal hemp—is only indigenous to the Peninsula of Yucatan. This however, is not the case, and this hemp is found in different parts of the world, while quite a considerable amount is even now cultivated on the hinterland of the Western coast of Mexico, although there it has not so far received any special attention. Henequen is a species of the century plant, and has a short, thick stem, with leaves from six to seven feet in length, three inches wide at the base, widening to five inches at the centre, and some two inches thick at the base. It possesses lateral teeth, one or two inches apart over its entire length. Pulque and taquila, which are two varieties of intoxicating liquors brewed by the Mexicans and Indians, are manufactured

from the broad leaved varieties of the same plant. This fibre plant grows spontaneously on almost any soil on the region of the tropics, while it may be counted as a sure crop that will yield safe returns. Approximately a thousand plants are laid out to the acre, and after development, which requires from three to five years, each plant yields annually, during the next ten years, an average of sixteen leaves, or 16,000 leaves to the acre cultivated. This amount would produce about 1,000 pounds of cleaned, baled fibre. The sisal hemp grown in Western Mexico is usually shipped to San Francisco, costing the usual market quotations dependent upon quality. We know how the cordage plants in the states spin it into twine or cordage for commercial purposes, its principal use being in the composition of binder twine for our wheat lands. There are no cordage plants in Mexico, although the natives make rope, nets and brushes by hand from the strands of sisal fibre.

In Western Mexico this hemp is grown in the region of Sinaloa, rough rocky ground or steep hillsides, where nothing else will grow, being devoted to its culture with good results. If planted in the more moist climate of the lower levels the henequen plant matures somewhat earlier. In cultivation in Western Mexico it is considered unnecessary to plow the land when the plants are set out, and little subsequent working is given to the soil, although this is not so in Yucatan. There seems no fixed time for harvesting, the cutting of the leaves being determined by their signs of maturity. One man with a machete—a species of heavy knife—can cut some 1,800 leaves per day. He is followed by a

boy, who trims off the thorny teeth and the spine at the end, after which the leaves are transplanted by mules to the cleaning machines, known as raspadors, where the hemp is extracted from the pulped leaves. One of these machines, attended by a man and three boys, cleans about 100,000 leaves per day. The fibre, as it comes from the raspadors, is hung upon galvanized iron wire racks, and when thoroughly dried, is put into bales of about 400 pounds each, when it is ready for shipment.

Historically henequen was used in the Yucatan Peninsula before the coming of the Spaniards to Mexico. It is, however, only since 1839 that its importance has been realized, as in that year an association was formed in Mexico to promote its cultivation, but, with the rough wooden mechanisms, then used in its manufacture, the venture proved unprofitable. Later the Mexican government offered a bonus for a practical fibre-extracting machine, and a friar of the Franciscan order of monks invented a raspador that won the prize. With but few improvements this machine is still profitably used upon the sisal hemp plantations of Mexico. It seems possible that yet the Mexican government will awaken to the fact that the slopes of the western sierras are an unlimited field for the production of henequen, or, should internal strife still keep Mexico in the background as a nation, American capital may find a way in which to open up a field for the production of this fibre which will even outstrip the tonnage produced on the arid plains of sun-bathed Yucatan.

Brantford Cordage Co. Increase Plant

The Brantford Cordage Co., Brantford, Ont., have prepared plans for an extensive addition to its plant, which, it is claimed, will increase its present capacity 75 per cent.; or, approximately, by 300 tons per annum. This alteration will involve the installation of 100 spinning machines, which, along with additional finishing and preparing machinery, will represent a large cash outlay. Plans for this extension to the plant have been placed, and building will be proceeded with almost immediately. It is expected that the addition will be in operation by September 1st. Obviously this increase of plant will necessitate an increase of

employees, and when the additions are all made this enterprising company should possess one of the best equipped twine plants in Canada. For the time being the company intend to manufacture binder twine only, though in the future the production of rope may be added to the output of the plant.

The Canadian concern has braved stoutly the great competition of the big American twine plants, and, when we consider the disastrous fire that happened at the Brantford cordage plant during last spring, are to be complimented on their business energy and spirit. Formerly there were twine plants in Ontario, at the Central Prison, and Kingston Penitentiary, but these have ceased operations on account of the competition of factories in the United States.

The present season has been a good one for the Brantford concern, since they bought a heavy stock of raw material at a propitious time. Considerable inducements were offered the concern to move to the town of Peterboro, where there is a modern binder twine plant in the possession of the Bank of Ottawa, but which is now lying idle. The Brantford Cordage Co., however, will retain their present location, and continue increasing their capacity under the able management of Mr. C. L. Messecer.

The Effect of Harrowing

There is much to be said for the proposed revival of the custom which used to be common twenty or thirty years ago among farmers, of harrowing their cereal crops in the spring, even if the plants were quite 7 or 8 in. high. They used to harrow their oats and barley always after they had been up about three weeks or a month, and it might be well if this practice were to be revived. The harrow, it is argued, might be advantageously employed much oftener than it is, says the *Implement and Machinery Review*. "Experiments have proved that on soil of average fertility but inclined to cake on the top, the effect of harrowing and hoeing the ground so as to keep the top constantly loose is to increase the crop quite one-third, and is, in fact, equal to a fairly good dressing of manure." This good result is practically due to the keeping in of the moisture. Wherever possible the land roller should be applied first and the

harrow afterwards, so as to leave the surface loose. The best harrow for weed killing in crops is either a very light seed harrow, or, perhaps better still, a toothed chain harrow. There is no doubt that harrows are exceedingly effective weed killers, and it is really surprising to notice what an immense number of seedling weeds can be destroyed by means of these useful implements.

Lightness in Motor Parts

A recent bulletin, published by the Society of Automobile Engineers, contains some interesting information regarding a new aluminium alloy called Magnalium. For several years the problem of reducing the weight of automobile engine parts has absorbed the attention of engineers. The first attempts in this direction were along the lines of cutting down the weight of the reciprocating parts—pistons being made with thin walls, and hollowed out as much as possible. For pistons aluminium is useless, as it will not stand the wear of travel. The new metal, magnalium, is an alloy of aluminium and magnesium, and is lighter than aluminium. For some years it has been successfully used for cylinders of gasoline engines where weight is of great importance—such as aeroplane motors, etc. Since it stood the friction of an iron piston travel as a cylinder it followed that it was suitable as a piston in a cylinder made of cast iron.

The specific gravity of this metal is 2.5, while that of aluminium is 2.56.

The ordinary grade of cast iron used for pistons has a tensile strength from 18,000 to 20,000 pounds per square inch. Magnalium has a tensile strength of about 23,000 pounds per square inch, and is very tough, whereas cast iron is rather brittle. Magnalium is not as hard as iron, but is a better bearing metal. Experiments have shown that it is even better bearing metal than bronze or babbitt. Magnalium pistons stand up in actual service because the dome of the piston never gets as hot as that of an iron piston. The thermal conductivity of magnalium is fourteen times as great as that of iron; the heat is carried from the dome of the piston to and through the water-jackets. In actual practice the dome of a magnalium piston would be cooler and the walls of the pistons warmer than in the case of two iron pistons under the same conditions. An engine with

magnalium pistons is less liable to have preignition than one with iron pistons.

In recent years many automobile engineers have been designing connecting-rod with 4 bolts. The reason for this is that whenever a connecting-rod breaks the engine usually becomes wrecked before it can be stopped. These bolts have for years been made of alloy steel in an attempt to make them so strong that they could not break. The only stress that can possibly come on a connecting-rod bolt, except perhaps in the case of some two-cycle engines, is due entirely to the inertia of the piston. Reducing the stress on the connecting-rod naturally means that the wear on the bearings at both ends is reduced. The use of magnalium pistons has a beneficial effect upon the connecting-rod bearings and indirectly on the crankshaft bearings.

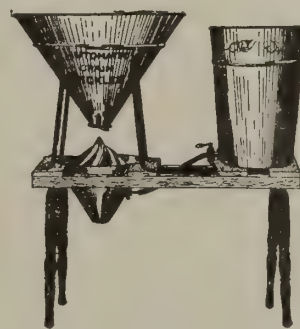
The question of the bearing at the upper end of the connecting-rod is one that has never been settled. Some engineers prefer to lock the wrist-pin in the piston, press a bronze or hardened steel bushing into the end of the connecting-rod and allow the bearing to be between the pin and this

bushing. Other engineers prefer to lock the wrist-pin in the upper end of the connecting-rod and allow the pin to make its own bearing in the piston. In some cases the cast-iron piston is bushed, and the wrist-pin makes its bearings in these bushings; in other cases the wrist-pin makes its bearing in the piston direct. Since magnalium is a good bearing metal, it is practicable to fasten the wrist-pin in the connecting-rod and allow it to make its own bearing in the magnalium piston.

The Folly of Worry

The same brain can't at the same time dwell on work and worry. You can't dare while you despair. Meet trouble half way, make it race after you. There are obstacles in all roads and they are only insurmountable to cowards. No one ever got to the top without a tussle. It isn't so much the quality of a man's mind as the quantity of his nerve, that brings him through. So long as ruin is only a possibility, there is always a chance to escape. Get out of the fright habit and into the fight habit. Many a man has missed a picnic because he was certain a cloudy sky meant rain.

You Will Never Know



How much money you are losing by not selling our

Automatic Seed Grain Picklers

Hundreds of live implement dealers are handling them at a profit, and every one is sold with a positive guarantee of money back and freight paid both ways if not absolutely satisfactory. But they stay sold!

ABSOLUTELY AUTOMATIC, they are SPEEDY, ECONOMICAL & THOROUGH

They will handle 135 bushels per hour and pickle any kind of grain, flax included. Light though strong, they are built so as to stand any corrosive solution.

See them on Exhibition at the Fairs at WINNIPEG, BRANDON and REGINA

Write us for full information and our Agency Proposition—

The Dominion Specialty Co., Ltd.

WINNIPEG, - - MAN.

Changes in Ontario Wind Engine and Pump Co. Staff.



L. P. Winslow



H. C. Harnish



D. C. Thom

L. P. Winslow, who has for the past four years occupied the post of manager for the Ontario Wind Engine & Pump Co. at Calgary, has now been appointed Western manager for the company, with head-quarters at Winnipeg. Occupying this onerous position, Mr. Winslow will still have charge of the Alberta territory, as well as that in the other two prairie provinces. Commencing in a drug store in Batavia, Ill., in 1883, Mr. Winslow rose to the position of chief clerk in the business. In 1891 he forsook positions for pumps, entering the United States Wind Engine and Pump Co., of Batavia, Ill. In this business his adaptability so asserted itself that after a rapid

advancement in the sales department we find him in 1895 placed in charge of the foreign and Western sales departments. Resigning in 1905, Mr. Winslow accepted the position of sales manager at Toronto for the company with which he is now connected. In the latter end of 1909 the Ontario Wind Engine and Pump Co., in extending their Albertan business, sent Mr. Winslow West to take charge of that territory. A master of detail, and intimately acquainted with every branch of the business, Mr. Winslow has all the qualifications necessary for the responsible position which he now occupies.

H. C. Harnish will now be officially appointed to the post of

sales manager at Calgary, he having handled the business in connection with this position for nearly a year, while he will assist Mr. Winslow in all business connected with the Albertan territory. Mr. Harnish, prior to his connection with the Ontario Wind, Engine and Pump Co., occupied a similar position for 12 years with the well-known Otto Gas Engine Works of Chicago. His mechanical experience and business ability make him eminently suitable for serving the interests of his company in the Farther West.

D. C. Thom, now sales manager at Winnipeg, will still retain that position, and will act as assistant to Mr. Winslow for the

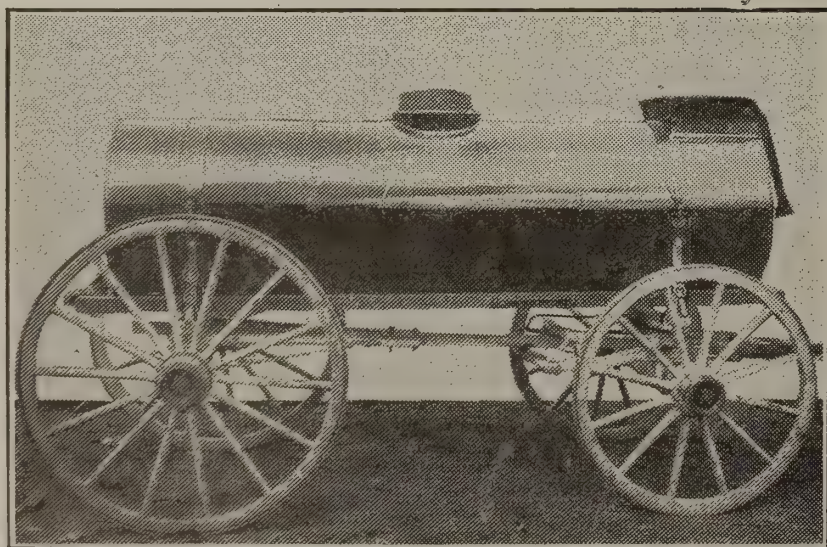
Winnipeg territory. The son of an implement manufacturer, Mr. Thom has virtually been born to the business, while he has also had varied experience with the J. Goodison Co., of Sarnia, and with the Leonard Engine Works at London, Ont. He was also in charge of the Hastings Wagon Co., of Watford, Ont., for some years, while for the past four years he has been on the travelling staff of the company which he now serves, rising to his present position.

Your Showroom.

Every dealer in implements should have a large, clean light showroom, floor or shed, where he can set up his tools and keep them on view in all the beauty of their bright paint. Visit the showrooms of the big implement jobbers and see how clean, how light, how roomy they are, and how attractively and effectively the goods are displayed. Doesn't it make an impression on you? Aren't you more inclined to buy than if the implements were stowed away in a dark, dirty back room somewhere?

Of course, implements are rather rangy things and they take up a lot of room. The average dealer cannot afford to maintain a showroom as handsome and roomy as the jobbers' but he can at least have some sort of a clean, light shed where his implements may be viewed to advantage and where they cannot be harmed by the weather.

Don't sit down in the meadow and wait for the cow to back up to be milked—go after the cow.



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks that Sell!

We are Specialists in the construction of Steel Storage and Wagon Tanks, whether for Water, Oil or Gasoline. Our

Western Standard Tanks

are the last word in Sheet Steel Tank construction.

Our prices and discounts mean money to the dealer who handles our line.

Come and see us when in Town or write for our proposition to dealers.

RED RIVER METAL COMPANY, WINNIPEG 51-53 AIKINS STREET

Manufacturing Binder Engines



Implement men in Western Canada are well acquainted with the Cushman Binder Engine, as manufactured at the Cushman Motor Works of Lincoln, Nebraska, a view of whose foundry we reproduce upon this page. Their product comprises a light weight gasoline engine, their special size being a 4 h.p., all purpose farm and binder engine that does the work of an ordinary engine, and also does the special work of operating the mechanism of the binder independent of the bull wheel. These engines are favorably known to the farmers of Western Canada, and a great

many are in use throughout the prairie provinces. It was owing to the fact that the company found their Canadian business growing so rapidly that they formed the Cushman Motor Works of Canada, having their head-quarters in the Chamber of Commerce Building, Winnipeg. This branch is under the management of Mr. Ridler, formerly of the Harner Implement Co., Winnipeg.

The engines are handled in car-load lots from the warehouses at Winnipeg, thereby ensuring good services to dealers in the Canadian West.

The Cushman Motor Works,

while one of the younger, is among the progressive engine companies in the United States. They have made a specialty of the light weight, throttle governed engine, and for the last five years have been confining their manufacture to the one 4 h.p. farm and binder engine. This has been perfected in every detail, and the output of the plant has been tripled in the past four years. The company are now extending their business into the larger two cylinder engine sizes. The growth of this company has been synonymous with the development of their engine. In 1912 they could not supply the demand, although they manufactured 2,500 engines. Their proposed 1913 production will be around 4,000 engines. We understand that distributing points will be located in Moose Jaw, Camrose and Calgary.

"The man who never does anything else, who never thinks or speaks or writes save of his feats with the muck-rake, speedily becomes, not a help to society, not an incitement to good, but one of the most potent forces for evil. He is miasmatic in his influence and should be eliminated."

Selling Only Through Dealers

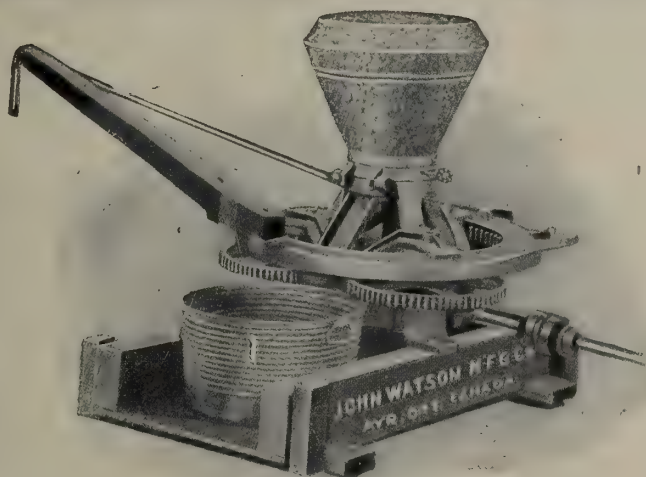
The Armstrong Mfg. Co., of Waterloo, Ia., has just made a change in its selling policy, and will, it is reported, hereafter market its line of gasoline engines through the dealer only. This change follows the completion of the company's new engine factory. H. E. Beverage, well known as a competent gas engine advertising authority, will have charge of sales in the company's engine department. This gentleman was at one time sales manager for the Johnson and Field Mfg. Co., Madison, Wis., and was formerly connected with Lord and Thomas, advertising agents, Chicago.

A West Canadian Connection

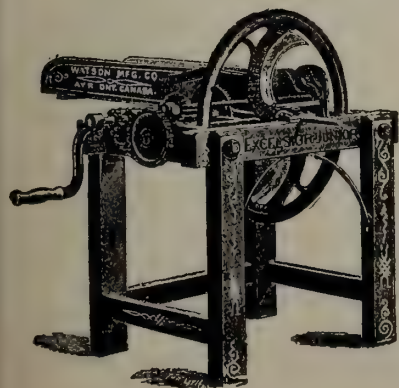
The A. B. Farquhar Co., of York, Pa., manufacturers of farm implements and heavy machinery, announces that it has recently made arrangements with the Canadian Fairbanks-Morse Co., of Winnipeg, whereby that company and its various branches will handle the sale of Farquhar threshing machinery throughout the Canadian West.

No. 15 Ideal Feed Mill

This mill has sweep power attachment and gives great results on small outlay. Simple, strong, rapid, ideal for farmer, stockman and dairyman.



We control the sale in Manitoba of Standard Cream Separators and Standard Gasoline Engines, manufactured by the Renfrew Machinery Co.



Seven Styles and Sizes of Power and Hand Feed Cutters

"Excelsior Junior," a handy machine for those who have no power. Chain drive, very strong and durable. Friction reduced to a minimum. Runs very light and rapidly. Pulley can be easily attached for use with wind or horse power. Cuts from $\frac{1}{4}$ to $\frac{1}{2}$ ton per hour.

You Can Sell Feed Cutters and Grinders

Because they appeal to intelligent farmers.

They are an economy and a necessity where there is stock to feed.

Write us for Catalogue, we can satisfy you

OUR LINE INCLUDES

- | | |
|------------------------|-----------------------------|
| Pulverizers | Janesville |
| Boss Wood Harrows | Gang, Sulky and |
| Boss Steel Harrows | Walking Plows |
| Channel Steel Harrows | Disc Harrows, |
| Harrow Carts | etc. |
| Wheel Barrows | |
| Warehouse Trucks | |
| Heider Eveners | Wood and Pole Saws |
| (All sizes). | Farm and Bush Sleighs |
| Light Delivery Sleighs | Feed Cutters (seven styles) |
| Grain Grinders | Roller Crushers |
| Root Pulpers | Whiffletrees |
| Horse Powers | Bevel Jacks |

John Watson Mfg. Co.
LIMITED

Chambers and Henry Streets, WINNIPEG.

When Coal is Exhausted!

Can we imagine a freezing world, a world of intense, deadening cold, drifting outwards from the sun as the attractive force of the solar body wanes? From the Poles the creeping ice-caps come from north and south, and the living of the world huddle towards the Equator, seeking to flee from the menace of the Frozen Death.

That, truly, may be a picture of the far future, but it is a picture none the less true. The coal supply of the world cannot last; the demand is enormous, and so far we find nothing to take its place. Until the middle of the nineteenth century the chief fuel of all nations, except possibly England, and a few of the Western European countries, was

wood, and even in those countries the use of coal only goes back a comparatively short time. Since that date, however, the draft upon coal has been enormous, and in the brain of the scientist exists a constant anxiety:

"How long will the world's coal hold out?" The marvellous increase in the consumption of coal is shown vividly in the United States alone. In 1850 the annual production in that country was about 7,000,000 tons. In 1907 it was 480,000,000 tons!

Therefore, in that time, the per capita consumption had increased twenty-fold. The amount of coal mined in the last decade of the 19th century exceeded the total production up to that time, and the amount mined during the first twenty years of the present century will exceed all the coal mined up to the end of the nineteenth century! Let these facts soak in; consider them, and we certainly find unlimited food for thought.

Can we wonder with such a paralysing increase in the use of coal that the question of our coal

supply will give concern to all thoughtful men? The supply of coal, we have proved by geology, is absolutely definite. It cannot be added to.

Will it hold out?

The importance of coal in modern civilization cannot be overestimated. The great coal producing nations are the greatest commercial nations; the United States, Great Britain, Germany, France, Austria-Hungary, Belgium, Russia, and Japan. The hives of industry and the centres of population in these lands all cluster around the location of the coal supplies. Coal is simply solar energy in its most concentrated form, and in that form is offered by nature to man. Modern civilization may be said to be the daughter of coal. But the supply of coal is not inexhaustible—every ton taken from the earth leaves just that much less for the future requirements of humanity.

Students of political economy and armaments say that the day is nearly here when the nations that have the coal and iron will rule the world. Where, then, have the lands that do not possess coal to look for their future supply? What nations have the supply of the future? Are there fields yet untapped, despite the views held by eminent geologists?

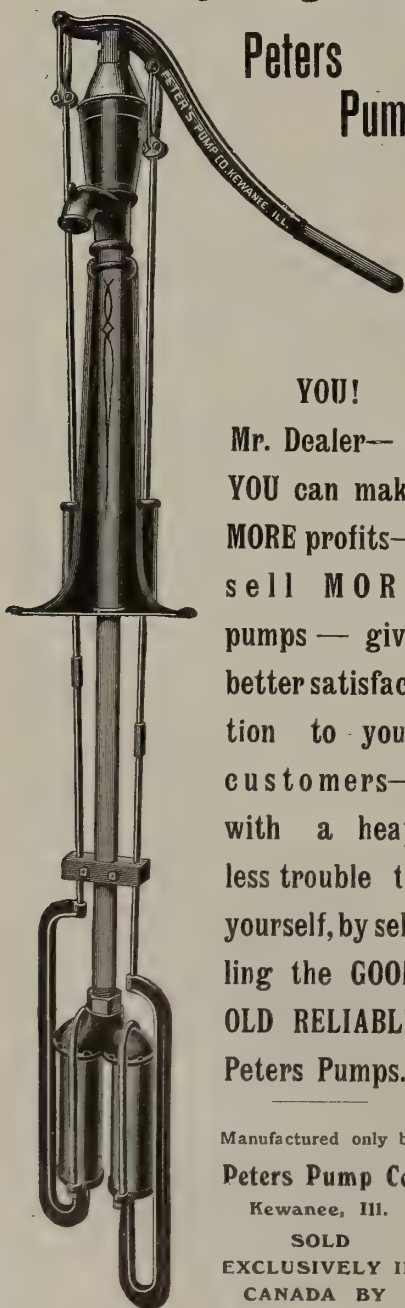
In any way that we like to look at the question it is one of universal and vital importance. It does not alone concern the individual or the community; it concerns the whole of the human race. In view of this fact, the executive committee of the Twelfth International Geological Congress, decided to take this

momentous question as the main topic for discussion at the congress to be held in Canada during August, 1913. This committee have, therefore, in order to pave the way for such a discussion prepared an authoritative and comprehensive monograph on the Coal Resources of the World. At the congress every civilized country on earth will be represented by its most eminent scientists. Each country has contributed an article to this monograph, dealing with its own coal conditions, and usually written by the most eminent authority on the subject that the country involved possesses. We find, therefore, the most full statements regarding the coal supply of the globe that have ever been published. The quantity, the amount of each kind, its depth below the surface, etc., has been found for practically every known coal district in the world. Even the Arctic and Antarctic regions are covered. Fifty-two countries supply full reports, and forty others deal with the question more briefly. The monograph is profusely illustrated by maps showing distribution of areas, etc. Such a work should be of interest to every man who considers the future of his race. The economic geologist, mining expert, colliery owner, political economist, military expert, industrial corporation, transportation company—all must consider this point in the scheme of Nature. In the world of machinery we are affected as much as are the rest of mankind. We dig ore and smelt it; we produce iron and steel; we supply mechanical power to run mammoth factories; we feed the forge, the oven, and the kiln. On the prairie we are at the mercy of the locomotive for our supplies, and in the long winter the warmth of coal is essential to our chilled frames. Such a book as "The Coal Resources of the World" is one of international importance, and its publishers—Morang and Co., of Toronto—are to be complimented on the mammoth task that was encountered in its compilation. Shall the end come in time, and shall a second Ice Age sweep through inter-stellar space upon the world? Shall our earth become a frozen orb whirling more and more slowly through the eternal twilights of naked space? A dead earth of ice, silent, awesome, a sphere that has been transformed into a tomb?

Will the coal supply fail, and when?

The Only Original

Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

No Batteries - No Cranking

"Simplicity"

FARM ENGINES

Gasoline - Kerosene - Distillate

EASY TO DEMONSTRATE
EASY TO SELL

Your profits are not wasted away in time spent on instruction and repairs because "Simplicity" engines are

Reliable - Economical
Simple - Durable

Your customers want an engine that will give power on cheap fuel, an engine that will stand hard knocks: one that is **Always on the Job** ready for work. They want to see the "Simplicity" Built-in Magneto, the most practical improvement ever put on a farm engine.

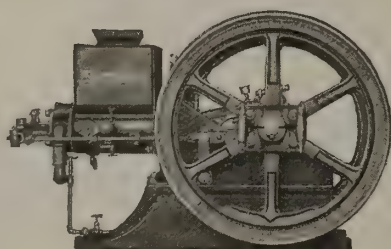
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2 to 20 H.P.

Stationary - Skidded - Portable

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TURNER MFG. CO.

Port Washington, Wis., U.S.A.



Jobbers for Central Canada

Wilkinson, Kompass & Hawkey

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FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY **FRAZER LUBRICATOR CO.,**

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents.

WINNIPEG, MANITOBA.

The Light Tractor: Its Evolution

There are few of us who will not admit that the horse is by far the most flexible motor for small jobs, and in this respect the tractor cannot compete with him. In a recent contribution to the *Scientific American*, L. W. Ellis points out how the cost of production of small tractors is great in comparison with their effective horse-power. So far the small farmer cannot supplement all his horses with a small tractor. This would be possible in the case of the man who has 16 horses, worth \$2,000 to \$2,400, as he could retain four, and, with the proceeds from the sale of the others, buy a tractor that could do the work of the original sixteen.

The proportion of power delivered to a plow by a machine necessarily decreases as the weight per horse-power is increased, leaving less and less power for plowing, as the size of the tractor is decreased.

The width of a tractor cannot be decreased as fast as its power. Both these factors and the absolute necessity of keeping the tractor from travelling over ground that has previously been plowed, concentrate the weight at one side instead of the centre. The resulting side draft lessens the durability and increases the difficulty of steering the machine. Moreover, the tractor that does not plow out its own width is charged with additional compression of the soil through increasing the number of trips over the field in proportion to the total number of furrows. The one-mule plow puts the power directly ahead of the load. The four horses abreast gang-plow necessitates the use of an equalizer—a vexatious problem with the farmer who would like to overcome a natural, but inexorable, law of mechanics.

It seems, then, that the small tractor faces serious problems, the nature of which may explain the slowness with which an apparently overwhelming demand is being met by the manufacturers, who naturally would be the first to profit. Not over twenty-five small tractors are now being advertised, but there are literally hundreds of small tractors of various styles in existence, with many departures from the standard type of tractor, that has proved so successful in the larger sizes.

Several large tractor manufacturers have succeeded in making a

tractor weighing about 10,000 pounds, and developing 10 or 12 h.p. at the drawbar, and 20 or 25 h.p. at the belt drive. Yet none have so far developed the commercial success equal to the tractor having a draft equal to about fifteen horses, and about thirty horse-power at the belt pulley. A great number of small tractors attain lightness at the cost of simplicity. They have motors of the automobile type, and are flexible in speed, usually having two or three changes in gear speeds. These speeds are used (1) for hauling a light load or empty wagon; (2) for hauling loads and for plowing; (3) for climbing hills and moving heavy loads moderate distances. The high speeds are only suitable for harvesting, drilling, harrowing, or for work that does not require much draft. Tractors of that size usually only handle two or three bottoms, and are found to check when the plow strikes a stump or stone, whereas the large tractor, with a gang of 6 or 10 plows, would have sufficient power to break off the bottom that was obstructed. One small tractor has been reduced, until there is a width of but 16 inches between the drivers, each of which is only 20 inches wide. This machine only weighs 6,000

lbs, and nearly 75 per cent of this weight is supported upon the drivers. The result is that the weight per square inch upon the ground is far below that of the average horse's hoof—since the bearing surface is so much larger. In tractors, where all four wheels are driven, it is claimed that the number of points of contact being increased avoids the excess weight necessary for traction. Several builders of small tractors have tried to lessen the side draft by running one drive wheel in the furrow, either allowing the machine to operate with the axle at an angle, or providing an attachment whereby the right hand driver may be dropped downward into the furrow. Small tractors have been found adaptable to the lighter work necessary in orchards, the commercial orchardist on the Pacific slope using them largely. The requirements for orchard work are that the tractor is low, light and can turn in a short radius. The difficulty of plowing close to the corners in fenced fields with the ordinary gang plow has led to the design of many tractors that obviate this fault, some in the form of tractor and plow combined. One style of tractor is provided with a large steel hood, which can be attached or detached easily, and which when in place leaves no angles or projections that might injure

the fruit trees in orchard cultivation.

The great problem of side draft brings out some peculiar combinations. There has been a persistent effort on the part of designers to build a tractor with one drive wheel, thus placing the power directly ahead of the plow. One of these, which never reached the market, had a drive wheel at the right and rear, supporting the weight upon one front wheel at the right hand side, and a rear wheel at the left. Unfortunately, the distribution of weight was not properly calculated, and the rig earned the nickname "Tumblebug" before it ever had a chance to plow a furrow.

A somewhat more successful application of the one-wheel idea was made with the traction wheel in front. A long triangular frame, supported at the rear by two steering wheels close together, carried three plows which were lifted by power and released by the foot. One advantage of this tractor was its ability to turn a square corner in plowing. However, it was a plowing machine pure and simple, making little or no pretense at doing general farm work. For this reason probably it was not a commercial success, and was never even advertised to the public.

We Would Like to See You

Q At the WINNIPEG INDUSTRIAL EXHIBITION we will have a most interesting Exhibit showing the different parts of a Vehicle in the different stages of manufacture—from the log to the finished article. It will be your loss if you miss it, as it will be educational as well as interesting.

Come in and introduce yourself, we will be glad to see you

D. ACKLAND & SON, LTD.

—WINNIPEG—

Calgary

E. A. Mott, Western general manager for the Cockshutt Plow Co., was a visitor in the city for a few days during the past month.

Calgary's Big Fair takes place this year from June 30 to July 5 inclusive; and preparations have been made for the greatest fair ever held in the province. Canadian Farm Implements will be going to press by the time the fair commences, consequently we will have to let our report of it stand over until our next issue when we hope to publish comprehensive details of this important event.

Crop conditions at the present time (June 24) are almost ideal throughout the greater portion of the province. Seed was gotten in early, and the weather was quite hot, so that good progress was made in the growth. A few districts were beginning to feel the lack of moisture until ten days ago it commenced to rain, and ever since practically every district in the province has had continuously showery weather, aggregating probably two days steady rain during that period. It has been quite warm, even when raining, and the result is that at the present time the whole

province is looking better than it has done at any time in the last three or four years. Crops are practically assured, and, generally speaking, conditions—with a very few minor exceptions—are excellent.

Now that the spring season is well over the results of the spring trade are becoming quite apparent. Conditions can only be said to be fair—for while there is a slight increase of possibly 10 per cent in the acreage—owing to the financial situation and the somewhat unsatisfactory result of last season, the implement sales on the whole show a considerable decrease over last year. Wagon sales were very heavy, also horse plows, but engines, engine plows, and the drill trade were not nearly so satisfactory as usual, and all the companies report an unsatisfactory clean up of drill stocks. Cash sales were also away below the average for several years past, and collections still continue backward and unsatisfactory. The most favorable feature of the whole situation at the present time is the excellent condition of crops all over the province.

Nobody condemns the yellow streak in currency bills.

A Grain Saving Attachment

A new company, recently incorporated, under the laws of Manitoba, is known as the Nelson Grain Saver Co. of Canada, Ltd. Among the officers of this concern are: R. D. Waugh, president; J. D. Bacon, first vice-president; and F. A. Kelley, second vice-president; John D. Woods, secretary; and F. L. Goodman, treasurer. Other directors of the company are W. H. McWilliam and E. W. Kneeland. This organization will carry on a business as manufacturers of the Nelson grain saving device, their specialty being an attachment for taking up the grain usually lost by the ordinary binder. The company produce a separate individual attachment for each of the various types of binder operated throughout Western Canada, all such attachments being patented and manufactured in Canada. This year the output of the company is necessarily limited, since the company did not complete its organization until the season was well advanced. The offices and warerooms of the company are located at 1,160 Alexander Ave., Winnipeg, and we understand that they intend to dispose of their grain savers

through implement dealers only. It is of interest to note that in less than one-half of the territory comprising the state of North Dakota, over 3,000 of these grain saving attachments were sold during 1912. The machine is very simple and saves wheat, oats, barley, flax, timothy—in fact, anything that is cut with a binder. It consumes no power when attached and is readily adapted to any binder. The mechanism comprises a roller head, which is attached to the binder deck, so that one-half of the roller is above and one-half below the deck, with about one-inch space separating deck and roller. As a bundle passes over the deck all shelled grain drops through the opening aforementioned, and is caught by a conveyor shield, made of galvanized iron, set at an angle, so that the grain slides easily over it into a collapsible pan, which is attached to the bundle carrier supports underneath the deck. Therefore any grain which falls through the packers of the binder drops direct into the pan, and is saved. The pan is made of canvas construction, with a fore-shoe, so that if it strikes any rock, or if the binder wheel drops into a rut the pan collapses and passes over the obstacle without

INSURE YOUR CROPS

—WITH—

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Govt. Deposit

The Canada Hail Insurance Company

Head Office:
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Combined Assets **over One Million Dollars.** Our Policy Contract guarantees positive protection to Policyholders

Lowest Possible Rates

Losses Paid in Full

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Rates based under the Graduated or Classification System

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Apply General Agents: **Matthews, Wrightson & Co. (Canada) Limited**

722-8 Union Bank Building, Winnipeg, Man.

The London Mutual Fire Insurance Company of Canada

CONTINUOUS OPERATION FOR 54 YEARS

ESTABLISHED 1859

A GENERAL FIRE INSURANCE BUSINESS TRANSACTED

OUR FARM POLICIES contain many features which are very advantageous to the assured, the most important being the blanketing of all contents of a house or barn under one item. The only property on a farm which we ask for specific insurance on, being live stock.

AUTOMOBILE INSURANCE—This policy covers against loss or damage by fire and/or explosion and self-ignition to the body, machinery, and equipment of automobile while in the Dominion of Canada. Insurance covers cars while en route or while kept in **Private** garage, barn or stable. Permission given to keep automobile in any **Public** garage for a stated period free of charge.

CONSULT ANY OF OUR 500 AGENTS IN WESTERN CANADA FOR RATES, OR APPLY TO

General Agents: Matthews, Wrightson & Company (Canada) Ltd., 722-8 Union Bank Bldg., Winnipeg

injury. This receptacle holds about 1½ bushels of grain, and is readily detached and emptied by a releasing lock. It is claimed for this device that it has a threefold value. Firstly, it selects for the farmer all of the ripest and best grain kernels for seed, which, if sown, the succeeding year will ensure an earlier crop; secondly, that it also saves all weed seeds from being scattered over the land, thereby helping to remove the weed menace from farm lands. In addition to these the grain that is saved would be entirely lost without the attachment.

A Valuable Book

Some little time ago we received the last edition of a book entitled "Soil Culture and Modern Farm Methods." It is published by the Publicity Department of Deere and Company, Moline, Ill., and its 280 pages contain information that is seldom found in a modern agricultural hand book three times as large. Every phase of farming and stock raising are covered, and are explained in a simple and practical way that is easily understandable by the veriest novice in agricul-

ture. The production of such a book says much for this well-known plow company, all the more that it contains nothing that savors of advertisement, but is simply published in the interests of better farming. The necessity of crop rotation and dairy farming is strongly outlined, and this section should be of the greatest value to readers in Western Canada, where already we suffer from lack of systematic rotation of crops. The author, Dr. W. E. Taylor, is to be complimented on the comprehensive nature of his text book, and on the wonderful lucidity of all his explanations. To mention a few of the subjects covered, we find: Alfalfa, Dairy-ing, Grasses, Beef Cattle, Alkali, Barley, Manures, Poultry, Live Stock, Cultivation, etc.

Every possible phase of farming—even to that of tobacco—is covered, and such a book should be in the library of every dealer who desires to keep abreast of the times. The dealer must be a practical farmer as well as a capable mechanic, and such a book should greatly increase the knowledge of every dealer. The cost is infinitesimal, since it is only necessary to mention Canadian Farm Implements and send 25 cents to the Publicity Depart-

ment of Deere & Co., in order to cover the postage and cost of packing, and rarely can anyone get so much practical knowledge at so low a cost. We would advise every dealer to get this authoritative book and we feel sure that its perusal will benefit all who read its contents.

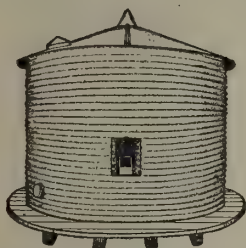
Self Starters for Tractors

An innovation of considerable interest took place at the summer session of the school of Traction Engineering, held at the University of North Dakota. In operating large gas tractors engineers have always emphasized the necessity of some form of reliable self-starter that will eliminate the back-breaking and dangerous task of turning over the heavy engines until the first explosion sets the crank rotating. Inventors and manufacturers have spent considerable time and money in trying to secure some thoroughly efficient yet simple form of self-starter for tractors, whereby the gas engineer will have perfect control of his engine, starting it as easily as the steam engineer opens the throttle valve. Many dealers may be unaware that the

types of self-starters which have proved so successful on the automobile are of little use for the gas tractor. This is largely due to the heavy design of the motors and the conditions under which they operate. Some starters for tractors, which were tested at the tractioneering school stated above, work by air automatically pumped at high pressure into a tank by the explosive pressure of the engine while in operation. When used for starting the air passes through a specially designed carburetor, where its high velocity secures an explosive mixture even in cold weather, and is always certain to give the initial impetus required to start the engine.

Learn Fundamental Points

All gas engine troubles have various symptoms, causes and remedies. Therefore as soon as the symptoms are known, the cause of trouble is also known, and the best remedy suggests itself, and so the first things for an operator to learn are the fundamental features of the motor, together with the few simple rules for getting the motor in opera-



The Pedigree

that is written all over the farms of Western Canada can only be given with
— the sale of our —

Portable Corrugated Granaries

Imitators have tried to make something claimed to be "just as good," but they lack the experience in real service that has made ours.

Proved Best by Years of Use

You need make no apologies when acting as our agent. You have the best. Every owner is proud of his granary and tells his neighbors there is only **one best**.

Act today and get this Agency tagged with
— satisfaction and profit —

Winnipeg Ceiling & Roofing Co. Limited

Manufacturers of Metal Shingles, Sidings and Corrugated Iron

P.O. Box 2186 B

WINNIPEG, MAN.



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well-known, widely advertised

HART-PARR OIL TRACTORS

Our 60 B. H. P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers.

Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water or coal troubles. Uses cheapest **kerosene** for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT

Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie.
63 West 23rd St., Saskatoon, Sask.
1622 8th Ave., Regina, Sask.

The Chapin Co., 331, 8th Ave. West, Calgary, Alta.



tion, etc., and when these are acquired, school himself in the various phases of the motor's operation, learning how the several speeds of the motor are best controlled by working spark or throttle or both as the case may be.

A Provincial Plowing Match

Arrangements have been made whereby the provincial plowing match in Manitoba—supported by the government and railroads—will be held on the Indian School Farm, adjoining the Brandon Experimental Farm, on July 8th. Over \$1,000 in cash prizes and special awards, together with two gasoline engines, two sets of heavy breeching harness and many other special

prizes will then be offered. Excursion rates of fare-and-one-third will be in force during the three days, July 7, 8 and 9. The Department of Agriculture will pay all freight rates over \$25 on each car load. This plowing match should prove an admirable opportunity for all interested to visit the Brandon Experimental Farm, and doubtless large numbers from many districts will attend.

Sisal in American Possessions

Some years ago sisal fibre was introduced into Porto Rico and the Philippines, and in the latter islands is expected to produce its first commercial crop this year. The island of Hawaii, in the Pa-

cific, last year produced 1,000,000 pounds of sisal fibre. In the American possessions mentioned this work has been carried on by the U.S. Department of Agriculture. This department carried 500,000 sisal plant suckers to the Philippines and on these islands the sisal has been found to do well in various parts of the archipelago, even where manila hemp will not thrive. In April of this year 100,000 suckers were sent from Manila to the Philippine island of Siquyor. It is to be noted that this henequen (incorrectly known as sisal) is of a different variety from that grown in Yucatan, from whence we get the fibre for most of our stock for binder twine.

Boost for bigger business.

Entries for Motor Contests

The Engineer-in-Charge, Prof. L. W. Chase, has issued the entries for the 1913 Motor Contests at the Canadian Industrial Exhibition, Winnipeg. These are as follows:

Gasoline Tractors

Class A

J. I. Case, Threshing Machine Co., 2 cylinder, 6¾-7, 12-25 h.p.

Class B

Avery Company, 2-cylinder, 7¾-8, 20-35 h.p.

J. I. Case Thresher Co., 2-cylinder, 8-9, 20-80 h.p.

Class C

Sawyer-Massey Co., 4-cylinder, 6¾-8, 25-45 h.p.

J. I. Case Thresher Co., 4-cylinder, 7-12, 40-80 h.p.

J. I. Case Thresher Co., 2-cylinder, 10-12, 30-60 h.p.

Avery Co., 4-cylinder, 7¾-8, 40-80 h.p.

Kerosene Tractors

Class A

Avery Co., 2-cylinder, 6½-7, 12-25 h.p.

Class B

Avery Co., 2-cylinder, 7¾-8, 20-35 h.p.

J. I. Case Thresher Co., 2-cylinder, 8-9, 20-40 h.p.

Class C

J. I. Case Thresher Co., 4-cylinder, 7-12, 40-80 h.p.

J. I. Case Thresher Co., 2-cylinder, 10-12, 30-60 h.p.

Steam Tractors

Class A

Sawyer-Massey Co., 2-cylinder, 7¼ and 11-10, 27-80 h.p.

J. I. Case Thresher Co., 1-cylinder, 8¾-10, 40 b.h.p.

Class B

J. I. Case Thresher Co., 2-cylinder, 9¼ and 13-11, 80 b.h.p.

Sawyer-Massey Co., 1-cylinder, 9½-11, 25-76 h.p.

Class C

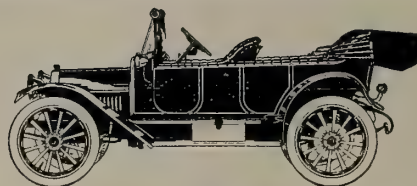
J. I. Case Thresher Co., 1-cylinder, 12-12, 110 b.h.p.

Sawyer-Massey Co., 1-cylinder, 12-14, 35-115 h.p.

We have announced in another part of this issue that daily lectures will be held in connection with the Motor Contests in a special lecture hall. Prof. Chase now informs us that it is the intention of the authorities of the contests to also hold open-air lectures at the Plowing Contests, during which capable tractor specialists will talk on the benefits of the tractor in actual cultivation, in breaking, discing, harrowing, etc. This innovation should prove profitable to the many agriculturists who attend the plowing competitions.



Model No. 25, Fully Equipped
\$1,510 F.O.B. Winnipeg



Model No. 31, Fully Equipped
\$1,850 F.O.B. Winnipeg

Five Models, varying in prices from \$1,250 to \$2,500.

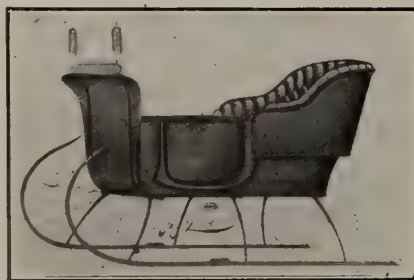
TO DEALERS

WE extend to all implement and automobile dealers the most hearty invitation to visit us while in Winnipeg during the Canadian Industrial Exhibition, July 8-16, 1913.

We have decided not to exhibit at the Fair, but we will focalize our whole energies in making a complete and comprehensive display at our warerooms on Ross Ave. and Princess St. There we will have the latest improvements in **McLaughlin** automobiles on view, also our well-known line of high-grade carriages and the most up-to-date models in 1913-14 cutters.

A visit to our showrooms, we feel confident, will be both pleasant and profitable to every live dealer. To supply the demand for automobiles and vehicles the dealer must handle goods of **QUALITY**. On our floors you will find a selection unsurpassed anywhere.

Have your mail addressed to our care, and accept the freedom of our offices for yourself and your friends. Our staff will be only too willing to assist you in any manner possible.



No. 284 "Fore Door" Auto Sleigh



Our 264 "Jumper with Top"

McLaughlin Carriage Co., Limited

Showrooms:

204-212 Princess St.

Winnipeg

Garage:

275-277 Maryland St.

Western Canada Branches—REGINA, MOOSE JAW, SASKATOON, CALGARY, EDMONTON and VANCOUVER.

Draw-bar Efficiency

To the dealer, or to the prospective purchaser of a gasoline or kerosene tractor, one of the first considerations involved is that of draw-bar pull. To the man who has not a great knowledge of mechanics and mechanical phraseology these words are somewhat vague, and, since we are again on the eve of another motor contest, it may be of interest to briefly study this point.

The draw-bar pull is measured on a mechanical horse power basis, and the person who does not realize the real meaning of tractive horse power usually supposes that every pound of power produced by a tractor is exerted to the draw-bar for the hauling of the load which is being handled. This, of course, is not the case. Only around 60 per cent, on an average, of the power of the tractor is delivered at the draw-bar, although some tractors may reveal as high as 80 per cent draw-bar efficiency, others, again, only 40 per cent. Let us assume, for example, a tractor that shows an actual development of 10 horse power by the frictional brake test. That means that the tractor can deliver, through the medium of its belt pulley, 10 horse power to any other mechanism. The same engine, propelling itself over the prairie or a rough surface, will, when in motion, have left for hauling purposes only a certain percentage of its horse power—varying directly with its mechanical efficiency—either 40, 60 or 80 per cent of the actual horse power shown by the brake test. Assuming that it has only 40 per cent draw bar efficiency, it would have only 4 horse power by means of which to haul plows, drills, or whatever mechanism was attached to the draw-bar. The other six horse power developed by the engine is used in overcoming the inertia of the mechanism, in rotating gears, clutches, etc., in short in moving around the drive wheels and giving motion to the mass of weight comprising the mechanism of the tractor. Again if the tractor showed 80 per cent draw-bar efficiency, then only 2 per cent of its developed power, or 2 horse power, would be used in propelling the mechanism. This would leave 8 horse power available for draw-bar service.

The aim of every tractor manufacturer is to give as great a percentage of the developed horse-power at the draw-bar as possible, striving by improvement in de-

sign of gearing and transmission systems to impart the highest draw-bar efficiency possible to their individual types of tractor. Both dealer and prospect naturally look for an engine that can deliver a reasonably high percentage of its power to the draw-bar. A dynamometer attached between tractor and load shows the number of pounds hauled by the engine when in motion. Given the pounds shown by the dynamometer, during a protracted test, it is easy to calculate the tractive horse power of the machine. Assuming that the dynamometer shows a reading of 1,500 pounds, when a tractor is drawing three 14-inch plows at the rate of two miles per hour. Two miles equals 10,560 feet per hour, or 176 feet per minute. Then 1,500 pounds, multiplied by

176 feet, equals 264,000 foot pounds. A mechanical horse power equals 33,000 foot pounds, therefore 264,000 foot pounds divided by the constant, 33,000, equals just eight, or 8 horse power is required to draw the load. Considering that the engine has a full load with three bottoms at 2 miles per hour, and that on the brake the tractor developed 16 actual horse power, then the draw-bar pull is only half the actual horse power, or the tractor has only 50 per cent draw-bar efficiency. Such a slight idea of how draw-bar horse power is related to actual horse power should be known by every dealer and prospective purchaser, for the draw-bar efficiency of the tractor is one of the main points in its use. A farmer is not concerned about what power the en-

gine will develop, but rather about what horse power the machine will show for haulage purposes, together with a thorough mechanical design for length of service.

Association

The development of one's personality cannot be accomplished in isolation or solitude; the process involves close and enduring association with one's fellows. If work were purely a matter of mechanical skill, each worker might have his cell and perform his task, as in prison. But work involves the entire personality, and the personality finds its complete unfolding, not in detachment, but in association.



A Kansas Dealer just wrote us:

"Ship quick two 12-25 H.P. 'Light-Weight'

Tractors and two 4-gang 'Self-Lift' Plows."

That's the way dealers are selling the wonderful Avery One-Man Power Plowing Outfits.

They are selling like hot cakes because they are far ahead of all others in Design and Construction and are sold under the Avery Mutual Benefit Selling Plan.

These are some of their Big Selling Points:

"Light-Weight" Tractor—don't pack the ground or waste fuel and power.

Simplest Tractor built—easy to handle and keep in running order.

Gasoline or Kerosene can be used as fuel.

A Size Outfit for small, medium, or large farms

"Self-Lift" Plow—saves expense of plowman, saves hard work and saves time.

All sold on Approval and Fully Guaranteed.

An Avery Contract for Tractors, Plows, Separators, Steam Engines, Trucks, and Automobiles is a **money maker** for Dealers. Write for Avery Agents Proposition.

CANADIAN AVERY CO., LTD.

Winnipeg and Regina

Successors to Haug Brothers & Neller-moe Co., Ltd.

The Conductor Cogitates

Let's quit talkin' about money stringency an' try to get down to the bottom o' this high cost o' livin'.

You want me to tell you what's the matter with us? We're ridin' each other's back. That's what makes livin' cost so high. If you get off my back and I get off your back, and the other guys get off our backs, we'll all eat turkey. Here I'm holdin' down a job openin' and closin' doors, lettin' you in and out of this car, and

ding' the bell to start it. You know where I ought to be. I ought to be growin' somethin' to eat or wear. You know why I ain't, don't you? It's just because this job looks easy to me. I get my money, an' no headache with it. You needn't talk? What you doin'? I'll bet you're just hangin' on to some job helpin' some big stiff get as much as he can without workin' for it an' don't you know that we maintain a standin' army an' navy that produce nothin'. What's goin' to keep the cost o' livin' down when half the people are tryin' to cheat the

other half out o' what their old man left or what they raised theirself? If there was only one farmer raisin' wheat, and he only had a bushel of it, where'd we get bread? If they was only two fellows raisin' cattle, and they only had a couple of heifers we'd never smell a piece o' liver, and you'd go barefooted. We got enough town lots with billboards on em' to raise potatoes to burn. If the four flushers boardin' in hotels and city flats 'd get out an' tickle the backyard with a hoe for a while, they'd know where garden sass comes from. Most o'

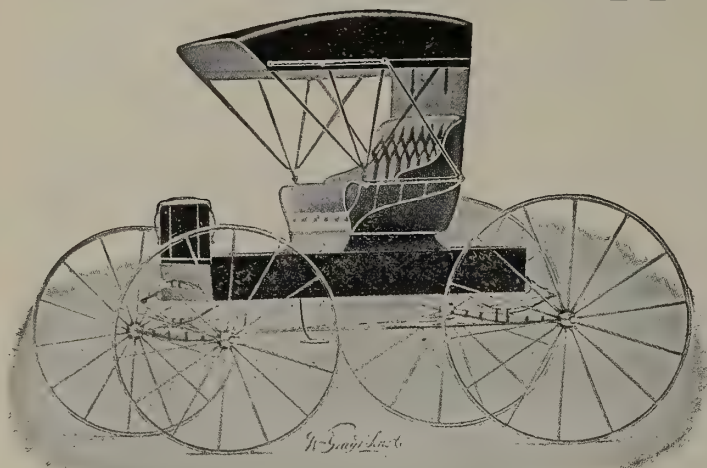
'em thinks it grows in refrigerators. An' if these women that spend their time bleachin' their back hair get out and learn to bleach celery, they'd know what makes livin' cost so much. It ain't 'cause food is harder to grow than it used to be. It's 'cause there's more people to feed an' not so many people growin' it. Ridin' always did cost more money 'n walkin'.

Don't stand in the doorway. Move forward, please!

Step lively! All aboard!

Joy—God's tonic for grouches.

Steel Seated Buggies—Steel Bodied Cutters

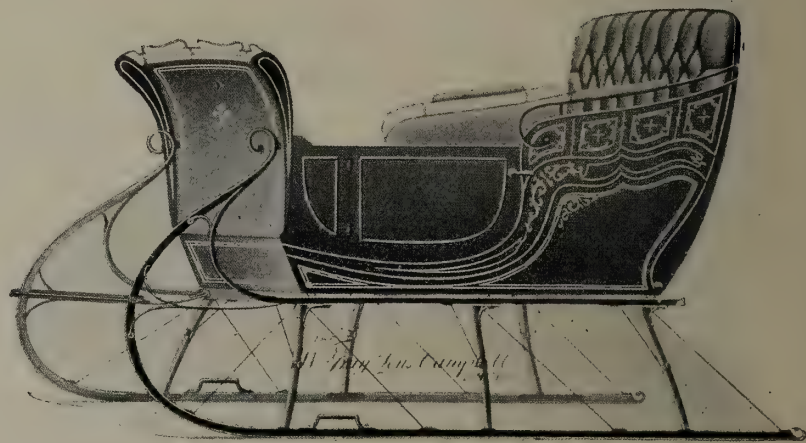


No. 403 Auto Seat Buggy, With Top

DEALERS



THE



No. 31.—Cutter with Fore Doors.

GRAY-CAMPBELL LINE

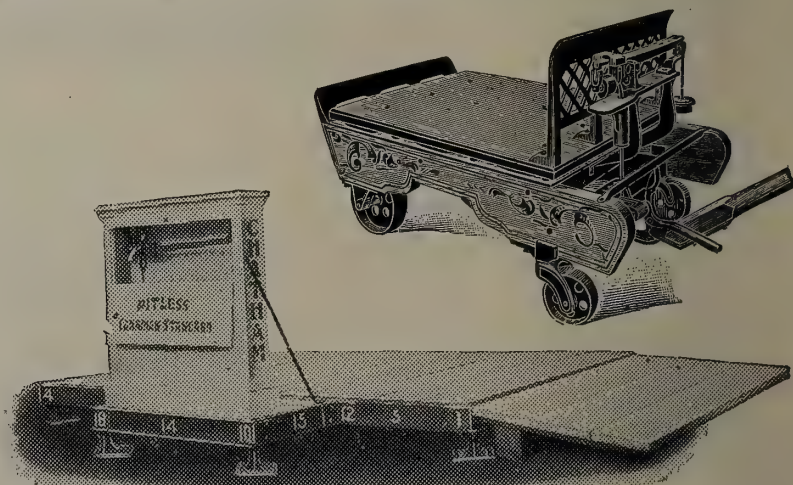
IS UP-TO-DATE, PROGRESSIVE AND RELIABLE. The time to think about cutters is NOW, while the factory has plenty and before any styles become exhausted. We shall be pleased to forward catalogue, showing full line, upon request.



Latest Chain Drive Mill

BUGGIES

Plenty left yet, in all styles, and the kind that are in demand.



2,000 lb. Truck Scale and 5 ton Pitless Scale

When at the Canadian Industrial Exhibition we shall be glad to meet our old friends and many new ones. A personal call at our showrooms to examine our full line will be worth the time and trouble. We extend a special invitation to inspect the mills we are entering in the Grain Cleaning Competition.

Winnipeg Offices and Showrooms - - 400 JESSIE AVE.

Take a Park Line car and get off at the Pembina subway. Phone Fort Rouge 380 and a representative will call at any time or place to suit your convenience.

GRAY-CAMPBELL LIMITED

WINNIPEG, Man.

MOOSE JAW, Sask.



Helping the Farmer to a Profit

It is your business and ours to provide farmers with machines and tools that will do farm work at a profit to the farmer. Our success in business depends almost altogether on the thoroughness with which we carry out this part of our contract.

¶ Of all the machines which do farm work at a profit, there are few so little understood and yet so efficient as I H C oil tractors. Each of the many uses to which they can be put on the farm offers an additional argument to the dealer for the sale of an I H C oil tractor.

¶ They furnish power for plowing, disking, harrowing, seeding, rolling, harvesting, threshing, and hauling. They often handle two or three of these operations at one time. Besides this distinctively farm work they are widely used for road grading and building, rock crushing, concrete mixing, well drilling, pile driving, and for many other such uses where a self-moving power outfit is desired.

¶ An I H C 15-30 H.P. tractor with one man to operate it takes the place of 15 horses and five or more men.

¶ The shrewdness and common sense which has made you successful as a dealer will lead you to see the strong arguments contained in such records as we are able to show for the I H C oil tractor.

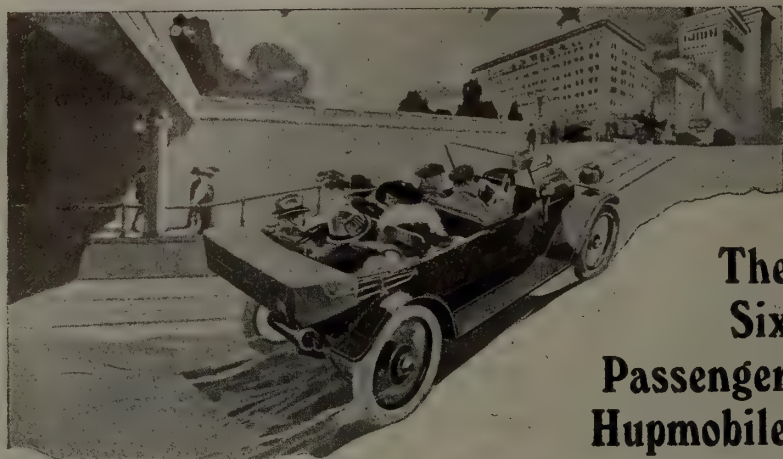
I H C oil tractors are built in sizes from 6-12 to 30-60 H.P., furnishing you with machines suitable for use on both small farms and large. They operate on kerosene and gasoline and they are amply protected from dust, dirt and grit. They develop more than their rated horse-power, and with ordinary care every I H C oil tractor continues to work long after it has paid for itself.

I H C oil tractors are widely advertised among the farmers who are the best prospects. There are many good reasons why you should sell I H C oil tractors. Find out all these reasons. See the blockmen or write the nearest branch house.

International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.;
Winnipeg, Man.; Yorkton, Sask.



The
Six
Passenger
Hupmobile

A LONG-LOOKED-FOR

Car, of moderate price, that will hold the whole family is the Six-Passenger "32" Touring Car. Its added carrying burden is well within the power and capabilities of the long-stroke motor.

This car realizes the social possibilities of motoring in a manner hitherto not to be found except among the more expensive makes.

Price \$1430 Fully Equipped

F.O.B Windsor, Canada

Joseph Maw & Company, Ltd.

118 King Street

WINNIPEG

Distributors for Western Canada

IMPLEMENTS

Best Service at Lowest Possible Cost

Fire Insurance

Live Stock Insurance

Hail Insurance

Don't put off to-day what may be useless to-morrow. Insure your buildings against fire, your live stock against accidents and disease, your growing crop against hail. We write all the above classes of insurance under policies free from hampering conditions, giving the best service at lowest possible cost to every policy-holder. Our record, system and methods have merited and won the confidence of the West to such a degree that each year sees a large increase in the volume of business we carry.

For any information as to our policies, rates and service, see one of our 1,600 Local Agents, write any of the Companies shown above, or address

INSURANCE AGENCIES, LIMITED

WINNIPEG	REGINA	CALGARY
BRANDON	SASKATOON	EDMONTON

This Machine HAD to Come!

The Stewart Sheaf Loader was a necessity long before it was invented. With the large farms of to-day and the thousands of acres under cultivation, it HAD to come. On the market two years now and every buyer has benefitted heavily. Implement men who handled the

Stewart Sheaf Loader



last season made some nice profits. This year our output will be twice as large. We are advertising all over the West and receiving enquiries every day that we turn over to agents.

We're open for correspondence from reliable implement men.

WRITE FOR FREE
BOOKLET

Stewart Sheaf Loader Company, Limited
804 Trust and Loan Building :: Winnipeg, Man.

WANTED

Live Dealers

TO HANDLE OUR
COPPER COVERED
STEEL CENTRE

Lightning Rod

The oldest established business of this kind in Canada



Get in line for this money-making agency. Handle a good rod made by a good Canadian company with a reputation. Our Guarantee, which is sent with each rod, helps to sell it.

WRITE TODAY FOR SAMPLES
:: AND FULL PARTICULARS ::

Hamilton Brass Mfg. Co. Limited

(SUCCESSORS)

HAMILTON, ONTARIO

Montreal Office: 327 Craig Street, W.

CANADIAN FARM IMPLEMENTS

Vol. IX., No. 8.

WINNIPEG, CANADA, AUGUST, 1913.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents



UNION BANK OF CANADA

Established 1865

HEAD OFFICE - - - WINNIPEG

Paid-up Capital..... \$ 5,000,000
Reserve and Undivided Profits..... 3,300,000
Total Assets, over..... 69,000,000

Hon. President—HON. JOHN SHARPLES

President—JOHN GALT

Vice-Presidents

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F. W. S. CRISPO, Superintendent of Branches

London, Eng., Branch, 51, Threadneedle Street, E.C.

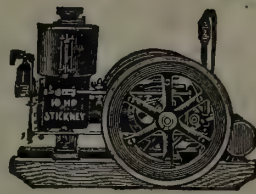
This Bank, having over 290 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg Branch: D. M. NEEVE, Manager; F. J. BOULTON, Assistant Manager.

Stickney Gasoline Engines

ARE THE BEST

No. 99



Reputation

Go to the Court House for a Lawyer's, the Grave-Yard for a Doctor's and the Scrap-Pile for a gasoline engine's reputation. There are no STICKNEY'S in the Scrap-Pile, but many light weight engines too frail to stand the test of real work.

Ontario Wind Engine & Pump Co. Ltd.

TORONTO - WINNIPEG - CALGARY

Watson's Ideal Sleighs

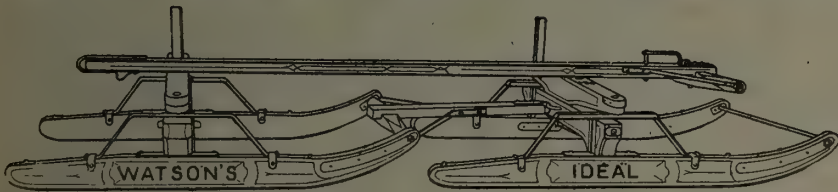
Made in all sizes, steel and cast shoeing. Note the trussed bench, an exclusive feature on the Watson Sleigh. They are made of first class material throughout and are heavily ironed.

Light Sleighs for One or Two Horses.

All Styles of Heider Eveners.

WRITE FOR OUR CATALOGUE.

"NO ONE CAN GIVE YOU A BETTER DEAL."



Strong:—More and heavier steel is used for rods, braces, raves, etc., than on other makes.
Durable:—Only the best seasoned and straight-grained wood is used for runners, benches, poles, etc.

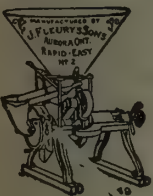
Cast Shoes:—Of a special patented design of our own, greatly superior to any other.
Well Finished:—Painting, striping, varnishing done thoroughly and attractively.

Light Running:—Runners are shaped so that the point of contact is directly under bench. They will ride on top of road. No skidding. Having patent trussed bench—will not sag or break.

Shipments made from Factory: Winnipeg, Brandon, Saskatoon, Regina, and Calgary.

John Watson Mfg. Co.
LIMITED

COR. CHAMBERS ST. AND HENRY AVE., WINNIPEG



THE LARGEST LINE

OF

GRINDERS

IN CANADA

In sizes to suit any power. These cuts show three classes.

549, for use on the Farm. Three sizes.

550, Farm use or Custom Work (stationary or for moving from place to place).

551, Attrition Mills for Elevators, Custom Mills, etc. Finest work and greatest capacity. We have just what you need in these "Rapid-Easy" Grinders—which do more work with same power than others. Information, circulars, etc. upon request.

Sole Agents:

John Deere Plow Co., Ltd.

Winnipeg, Regina, Calgary, Lethbridge, Edmonton, Saskatoon.

J. FLEURY'S SONS, Aurora, Ontario, Canada.



FIRE

HAIL

The Canada National Insurance Company

Authorized Capital - - - - - \$500,000

(Full Government Deposit)

Head Office - - - SASKATOON, Sask.

E. J. MEILICKE, Pres. Hon. W. C. SUTHERLAND, Vice-Pres.

C. W. BOLTON, Managing-Director.

The Premier Company



The Premier Goods



Photograph of Sawyer-Massey 25—45 H.P. Gas Tractor in the actual operation of winning the **GOLD MEDAL** at the 1913 Winnipeg Motor Contest, showing the kind of work necessary to win. This applied not only in plowing but also on the brake tests. **THIS TRACTOR WON THE HIGHEST NUMBER OF POINTS OF ANY INTERNAL COMBUSTION TRACTOR IN THE CONTEST.**

Wins Gold Medal

The **SAWYER-MASSEY GAS TRACTOR** was awarded the First Prize and Gold Medal in the Heavy Duty "C" Class, with four contestants, at the Winnipeg Motor Contest just closed.

The **SAWYER-MASSEY GAS TRACTOR** is the acknowledged leader in its class. It combines all the features desirable in a farm power engine: plenty of power, strength without unnecessary weight, accessibility of parts, protection of moving parts, economy of fuel, flexibility and ease of operation. Rated at 25 Tractive Horse Power and 45 Brake Horse Power it develops over 58 Brake Horse Power in actual test. Full particulars on request.

We have an attractive proposition for Dealers both in Canada and abroad, and invite correspondence

Write today for a copy of the "Sawyer-Massey Chronicle," or for our complete Catalogue.

Sawyer - Massey Company, Limited

Builders of Steam and Gas Traction Engines, Threshers, and Road Making Machinery

Head Office and Factory ———— Hamilton, Canada;

Branches and Warehouses:

WINNIPEG, Manitoba and REGINA, Saskatchewan

SAWYER~MASSEY

Sawyer-Massey

The Premier Company

The Premier Goods



Photograph of Sawyer-Massey 27 H.P. Steam Tractor in the actual operation of winning the Silver Medal in the 1913 Winnipeg Motor Contest. This Engine finished only one and one-third points below the Gold Medal Winner. Note the quality of work necessary to win.

The Big Producer's Best Buy

SAWYER-MASSEY TRACTORS

are the best investment for large users of farm power machinery, because they are built for heavy service. They are designed to give the highest degree of efficiency. They are strong, powerful, readily accessible, easily operated, and economical in the use of fuel and water. They are dependable and reliable always and everywhere, and therefore are most profitable.

Sawyer-Massey Class "C" Compound Steam Tractors are built in 27 and 32 Tractive Horse Power sizes, developing 82 and 100 Brake Horse Power respectively. Also built in 22, 25, and 35 Tractive Horse Power Simple, developing 68, 76 and 115 Brake Horse Power.

SAWYER-MASSEY "Daisy" is a medium size machine intended for use where great capacity is not necessary. It is built in two sizes:

29 inch cylinder x 44 inch body.
32 inch cylinder x 50 inch body.

SAWYER-MASSEY "Eclipse" is a highly efficient Thresher for use with small steam or gasoline Engine. It is built in one size, and will turn out 500 to 700 bushels a day.

30 inch cylinder x 36 inch body.

SAWYER-MASSEY "Monitor" Clover Huller threshes cleanly all kinds of clover, and is fast becoming a necessary part of every Thresherman's outfit.

THE SAWYER-MASSEY "GREAT WEST"

is a powerful and efficient Thresher. It is economical of power, saving of grain, easy to operate, and threshes quickly and easily the largest harvests.

The "Great West" is built in five sizes:—

25 inch cylinder x 42 inch body
29 " " " x 50 " "
32 " " " x 56 " "
36 " " " x 60 " "
40 " " " x 64 " "

The Sawyer-Massey Company has had over three-quarters of a century's experience in building Farm Power Machinery. Every Machine is guaranteed to give satisfaction.

Write today for our Catalogue and a copy of "SAWYER-MASSEY CHRONICLE."

We have an attractive proposition for Dealers in Foreign Countries, and invite correspondence.

SAWYER-MASSEY COMPANY, Limited

Builders of Steam and Gas Tractors, Threshers, and Road-making Machinery

Head Offices and Factories ————— HAMILTON, CANADA

Branches and Warehouses: Winnipeg, Manitoba; Regina, Saskatchewan

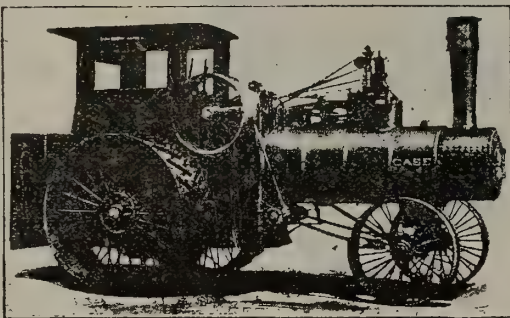


9 OUT OF 10

Winnipeg GOLD MEDALS Won by

CASE With Its Steam, Gas and Oil and Tractor Gang Plows Tractors

This phenomenal demonstration of Case superiority only continues to prove that the standard set by Case Machinery is still the standard of the world. Do you want machinery that will do the most work in the shortest time at the least cost? The answer to your problem is found only in Case products. In the field, on the road, in the laboratory—the results of Winnipeg are always substantiated. Read what the only scientific, unbiased official tests of farm power in America tell you of Case Machinery. It is your gain to know the significance of these figures.



STEAM

The Case 110 H. P. Steam Engine not only won the Gold Medal in its class, but established a new world's record of 2.65 pounds of coal per brake horsepower hour, thereby breaking its own world's record by 11 per cent. This engine has been entered in Winnipeg four times, and four times it has won the Gold Medals and four times it has been awarded the Sweepstakes honors.

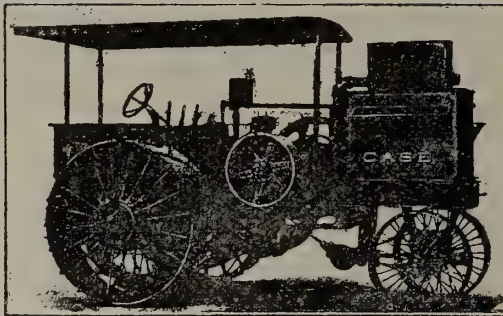
The Case 80 H. P. Steam—three times entered—three times Gold Medal winner. No other engine has ever approached the record of this one—except our own 110. By again winning the Gold Medal in its class this year, this engine substantiates our claims that when Case engines compete, it is only against their own previous records. This engine holds the record for the lowest coal consumption per draw bar horsepower hour, the lowest water consumption per draw bar horsepower hour, and the lowest water consumption per brake horsepower hour—excepting the Case 110.

The 40 H. P. Steam. In winning the Gold Medal in this year's Contest, its nearest competitor was an engine weighing 65 per cent or over 6½ tons more, and costing \$1040 more than this tractor. In 1910 and '11 this Case engine received diplomas of award, because no other manufacturer dared pit his engine against the Case "40." In fact, there never has been an engine entered against the Case 40 which properly belonged in this class—a class intended to include only engines under 60 brake horsepower.

These figures are eloquent testimony to our wisdom in continuing to improve our steam, as well as our internal combustion engines, while other manufacturers have forgotten their steam products in their frantic efforts to get upon the market a gas tractor that will equal Case.



The
Standard of
Mechanical
Excellence
the World
Over

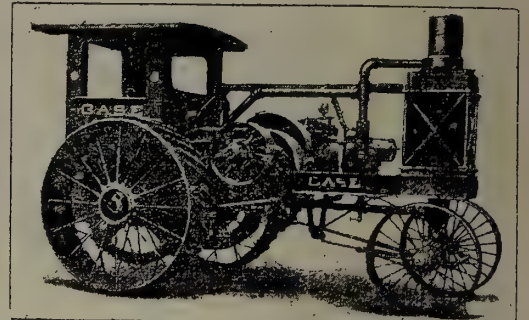


OIL

The Gold Medal winning score of the Case 60 H. P. Oil Tractor illustrates the value of those sterling qualities that have won international fame for Case Machinery. In scoring 79.15 points on design and construction, out of a possible hundred, this tractor proves that simplicity, accessibility and rigidity, combined with economy, go to make the perfect tractor—the one that will earn real dollars for its owner. This tractor has always won a higher score for accessibility, protection of working parts, easy manipulation, than any other make in any internal combustion class entered at Winnipeg. Its Gold Medal is a just recognition of those features that have always characterized Case Machinery—Design and Construction.

PLOWS

Case won both Gold Medals and Sweepstakes Honors awarded to plows. Our tractor gang plows led their closest competitors in all the essentials of good plowing—those qualities which a practical plowman demands. Our 10-bottom, 14-inch tractor gang plow won the Gold Medal in the large class, and the 6-bottom, 14-inch automatic—lift tractor gang plow won the Gold Medal in the small class. This last named outclassed its nearest competitor, a much heralded "—lift" plow, winner of last year's Gold medal, when Case did not compete.



GAS

The score of the Case 40 Gas and Oil Tractor, burning gasoline and kerosene, won the Gold Medal in each class. When reduced to its simplest terms, its score showed that with gasoline it cost our closest competitor 42 per cent more to plow an acre than Case, and on kerosene 32 per cent more. Further, that on gasoline our average Draw Bar Pull was 20 per cent more than our competitor, and we produced 41 per cent more Draw Bar Horsepower, with the same amount of fuel. On kerosene our average Draw Bar Pull was 49 per cent more than that of our competitor, and our "40" produced 65 per cent more Draw Bar Horsepower with the same amount of fuel than our competitor.

The lower your operating costs, the higher your profits. This is the final standard of value, and on this score Case 40 is without a rival.

The Case 25 won the Gold Medal in its class, scoring 36 per cent more points than its competitor. We have often stated that we do no experimenting at the expense of our customers. This is again proved by the notable fact that this 25 H. P. Tractor was the very first of its type publicly to be exhibited. The fact that it won the Gold Medal, surprised no one, familiar with Case design and construction. The accessibility and protection of the working parts, its compactness, thoroughness and simplicity in construction were the envy of all manufacturers.

The Case Dealer Gets the Business

The dealer who handles a line of machinery that can make so enviable a record and with such a remarkable institution behind it, is the one who in the long run gets the business.

The winning of Gold Medals by Case products in this Winnipeg Contest is positive proof to the purchaser of farm power that in this field Case has no rivals. The Winnipeg Motor Contest is international.

under the supervision of the Canadian government and is the only scientific, unbiased official test of Tractors and Tractor Gang Plows in America.

We shall be very glad to furnish further information regarding the details of construction of our tractors and tractor gang plows. Your request for a catalog or any other information will receive immediate acknowledgment.

J. I. Case Threshing Machine Company, Inc.
773 State Street, Racine, Wisconsin

J. I. Case Threshing Machine Co., Inc.
773 State Street, Racine, Wisconsin

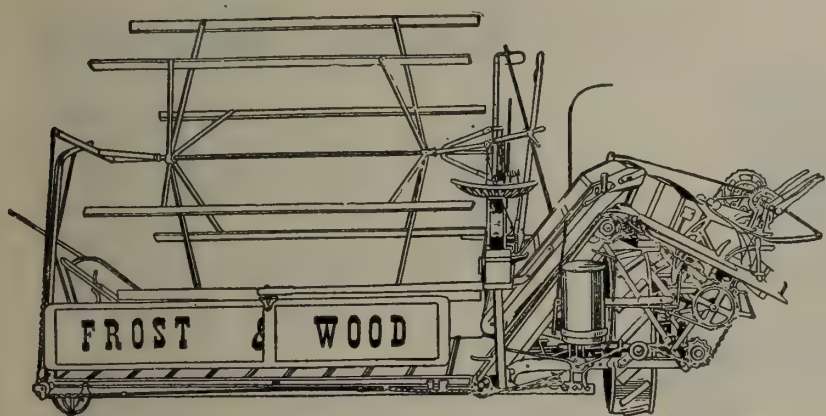
Please send Catalog of Steam, Gas and Oil Tractors and Tractor Gang Plows, also information regarding your proposition to dealers.

Name

Address

The Harvest Rush Keeps Cockshutt Agents Busy

The unequalled reputation of the Frost & Wood Binder for reliability, long service, and all round satisfaction, is established wherever binders are used, so it is an easy matter for Agents who handle the Frost & Wood line to make big sales. Frost & Wood Binders have two strong exclusive features that are potent selling arguments. They are:



FROST & WOOD BINDER

Agents

Harvest time is nearly here now, are you prepared to meet the rush demands of farmers? Look over your stock and be prepared to give farmers the prompt service that is customary with Cockshutt agents. If you are not a Cockshutt agent let us tell you how you can double your trade, we will back you in giving prompt and efficient service to your customers. Write us to-day and let us tell you more about our proposition to dealers.

The Eccentric Sprocket

The Eccentric Sprocket is an exclusive Frost & Wood feature the Frost & Wood Binder is known all over Canada as "the binder with the eccentric sprocket." Fast, steady cutting and uniform draft result from the use of this long-spoke, short-stroke sprocket. There is no extra draft thrown on the horses when the bundle is being tied. The long spokes of the sprocket give great leverage and consequently a great gain of power when it is most needed—when the bundle is being tied. This is a strong point found on no other binder.

The Force Feed Elevator

The Force Feed Elevator handles all quantities and conditions of grain with equal ease. It instantly and automatically adapts itself to any change in the amount of grain to be elevated. It has every advantage of a floating elevator without any of the complications or disadvantages. It has all the simplicity and durability of the rigid elevator, but at the same time it handles light or heavy grain equally well. The force feed increases the capacity of the binder by insuring a steady feed of grain to the packers.

You can secure the binder trade in your locality by handling the Frost & Wood line, and the time to start is now.

Cockshutt Plows are Easy to Sell

because their record for doing the most good honest work at the smallest cost has made them popular with Canadian Farmers. Handle the Cockshutt lines and you fall heir to the big profits accruing from the goodwill of the Canadian Farmers.



JEWEL GANG PLOW

The name Cockshutt on a plow is a guarantee of the superiority in value and service. The Jewel Gang Plow is equal to the highest standard of plowing efficiency, it combines all the features that make a successful riding gang, and is adaptable to good plowing in any soil. Read these selling points:

Automatic foot lift raises and lowers the bottoms, leaving the driver's hands free to handle the lines.

The bottoms lift high, so that all obstructions may be cleared; they may also be locked rigid with the frame or allowed to float.

A handy adjustment on the furrow wheel makes it hug the furrow wall, making an even width of furrow at all times.

The Jewel Gang can be turned in its own length.

Equipment

Jewel Gang Plows are equipped with rod breaker bottoms, mouldboard breaker bottoms or stubble bottoms, trees, rolling coulters and eveners.

The latest and best ideas in plow construction are embodied in this plow and you cannot be too strong in recommending it to your customers

Cockshutt Plow Company, Limited

Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

Adams Standard Wagon

Has No Equal in Canada—

Bound with Iron---Shod with Steel. Adams Wagons represent the best wagon value in Canada. The materials used in its construction are the finest that money can buy, and they are substantially put together by experienced wagon builders in the most up-to-date factory in this country. We are sole agents for these Wagons in Western Canada, and we assure every dealer that they are splendid trade builders, ensuring a permanent and profitable business.



Adams Wagons

Here we illustrate the Adams standard Farm Wagon, so very popular for farm use. Made with hardwood or Southern Pine Bottoms. All wood parts are thoroughly soaked in linseed oil making them more durable. All Adams Wagons have rivetted wheels.

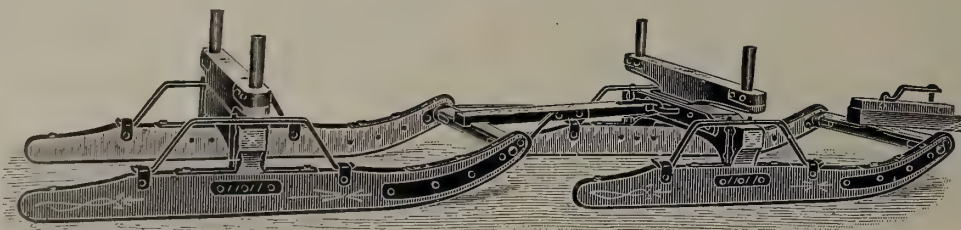
The bottom of the Adams Wagon is well reinforced with seven heavy cross sills. The grain box and sides are also properly braced---all parts fit perfectly and are absolutely grain proof.

Patented Truss

The patented truss used on Adams Wagons gives double carrying capacity, and is a feature that is a strong selling point because it is a patented feature and is only found on Adams Wagons. It is the only practical truss ever used on a wagon. The truss extends through the skein and is tightened on the outside by a nut on the point of the skein, which gives the axle double carrying capacity without extra weight.

No dealer could possibly represent a finer line of wagons for general farm work than the ADAMS---They are strongly built of first class materials, well painted, and have a splendid finish. If Adams Wagons are not represented in your locality write us at once.

Adams Farm Sleighs



Adams General Purpose Sleigh

These Adams Sleighs are of the same high standard of quality and workmanship as the Adams Wagons. They are well known throughout the Prairie Provinces, and have built up an enviable reputation for quality and durability. Made of the best hardwood with iron braces, well reinforced at all straining points. Send for catalogue and get posted before the season opens.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. IX., No. 8

WINNIPEG, CANADA, AUGUST, 1913.

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Per Copy, 10c.

Canadian Industrial Exhibition, Winnipeg, 1913

On Tuesday, July 8th, the Canadian Industrial Exhibition, Winnipeg, was formally opened, on what subsequently proved to be one of the best days, so far as weather was concerned, during the entire fair. The Motor Competition had been in operation since the 1st July, therefore the Brake Economy Tests were practically completed, and by the 11th July the Grain Cleaning Competition was in full swing in the brake-test building. The latter is the first competition of its kind ever held, and while of great interest to the trade generally and to the farming community, it lacked in the interest usually evinced when the lordly tractors are lined up at the brakes to run off their allotted time under load.

The exhibition of threshing machinery and farm implements generally was, if anything, larger than that shown during the 1912 exhibition, some of the prominent manufacturers having most comprehensive exhibits of their products on view. The Motor Contests were not so popular as in former years, only three companies entering tractors; consequently the various tests were more quickly completed than heretofore, while the calculating work of the experts in charge of the contest was not so great a mental strain as is usually the case. In relation to Winnipeg Fair, an absolute "hoodoo" seems to be attached to the word

"citizens." On Thursday the 10th—the day laid apart for Winnipeg and wife to visit the Fair—Jupiter Pluvius opened the main supply valve about six turns and also fitted a large bore spraying nozzle onto the celestial water tank. As a day it was scarcely so bad as Citizens' Day of 1912—yet that says little. Undismayed, the authorities stated that Saturday, July 12th would be made a composite day—Travellers' Day and Citizens' Day being doubled up.

The weather, of course, had a depressing effect upon the racing and amusements in front of the grand stand, yet, considering the track, some of the trotters and pacers made very good times.

Because of the almost continually adverse climatic conditions, we cannot help but sympathise with the energetic and capable manager of the Exhibition, Dr. A. W. Bell. He and the directorate had to contend with most unfortunate and unforeseen

fire to satisfy even the most excitement-loving tripper from Sleepyville. Some of the relay races by cowgirls showed a good turn of speed and the changing from one horse to the other was excellently done in most cases. Yet the fact remains that Western Canada is at present suffering from a glut of the Wild West Days variety; we are in a soporific state due to over inoculation of the lasso, quirt and cowboy. It

is a craze that already is passing, and as the cattle have passed from the ranges so will the picturesque figure of the plainsman become vulgarized into a set of plaudits loving bull necked "barkers" before the inevitable side show. We would have wished the end of the cowboy and his loping steed to be different, but it is decreed, and,

as in the case of the Indian, a picturesque life is losing its glamor for the pleasure seeking public.

Considering the adverse weather conditions, the total attendance at the fair, which amounted to over 250,000 was very creditable. As in past years, Canadian Farm Implements publishes, herewith, a full report of the machinery on the grounds which should be of interest to the retail implement dealer, embracing as it does both outdoor and indoor exhibits, giving every individual item.



The Sawyer-Massey 25-45 h. p. Gasoline Tractor doing some excellent plowing (Gold Medal Winner, Class C. Gasoline Tractors).

This persistency seemed to still further raise the ire of J. Pluvius, for on the afternoon and evening of that day the rain tried to break all previous records. We would suggest that the day apportioned citizens be no longer used on the daily schedule of future fairs. Cautiously and unassumingly let the citizen sneak out to the fair, seeing what he goes out to see, and possibly not being noticed he may divert from the ill-fated heads of the Exhibition Association, the rainy nemesis that ever hangs over Citizens' Day.

circumstances over which they had absolutely no control.

The principal amusement supplied was a Frontier Days' Exposition by a galaxy of cowgirls, cowboys and Indians, the outfit being that of Irwin Bros., of Cheyenne, Wyoming. Some excellent demonstrations of trick and fancy roping were given, broncho busting, steer-bulldogging, etc., while the scenic effects of the village attacked by redskins was realistic in the extreme, and the finale of the fight was productive of enough noise and red

Threshing Machines, Implements and General Machinery

Commencing at the east, or main entrance to the grounds, and proceeding westwards along the main avenue, the first exhibit to be encountered is that of the Spooner Stooker Company, of Carievale, Sask. This Company displayed one of their patent stooking machines, which, they

Charles Stickney Co., of St. Paul, Minn., and Winnipeg, had two of their well known portable engines on view—a 10 h.p. and a 20 h.p.

The Huber Manufacturing Co., of Marion, Ohio and Winnipeg, displayed one of their 30-60 h.p. 4-cylinder gas tractors, of the opposed cylinder type, operating a New Huber 28 x 48 separator with full attachments.

Henry Rustad, Winnipeg, had

The Minneapolis Steel & Machinery Co., Minneapolis, had on view two of their twin-cylinder 25-45 h.p. gas tractors, and also a 40-80 h.p. gas tractor fully equipped. The two tractors mentioned had attached the Cuddy Steering Device, while this Company also had on view two 500-gallon oil tanks, and a set of their transmission gear shafts, clutches and gears, showing the machinery and quality of the workmanship em-

attracting the attention of a great many of the sight-seeing public.

The MacDonald Thresher Co., of Stratford, Ont. and Winnipeg, had on view one 22 h.p. and one 25 h.p. simple steam tractors, operating two separators—a 36 x 60 and a 28 x 50 Decker separators. They also displayed one of their small Decker separators 24 x 46 in size. The exhibit was in charge of our old friend John Herron.

The International Harvester Co., of Canada, Winnipeg, had a large and comprehensive display of their products, including a 15-30 h.p. gasoline-kerosene Mogul single-cylinder tractor, operating a 28 x 42 Goodison separator; a 45 h.p. opposed-cylinder gasoline-kerosene tractor fitted with a steering device. One 45 h.p. twin-cylinder tractor, and one 30 h.p. twin-cylinder Titan tractor, operating a 27 x 42 Aultman-Taylor separator. They also displayed a 6 h.p. single-cylinder horizontal "Famous" engine, driving an eleven-inch Vessot Grinder, and a 4 h.p. horizontal "Famous" engine driving an 8-inch Vessot grinder; a 1 h.p. air-cooled and a 1 h.p. hopper-cooled horizontal "Famous" engines; an 8 h.p. vertical air-cooled stationary; a 3 h.p. hopper-cooled and a 2 h.p. hopper-cooled—all of the "Famous" type. Four "Blue Bell" cream separators, varying in capacity from 350 to 650 pounds, and three Lilly separators, 350-650 pounds capacity, each driven by a stationary gasoline engine, completed this exhibit. One of each type of separator was fitted with a special speed regulating device that eliminates any vibration or change of speed in the engine drive.

The Robt. Bell Engine & Thresher Co., Seaforth, Ont. and Winnipeg, displayed one of their 30 h.p. rear-mounted simple



An Avery 12-25 h.p. Gasoline Tractor hauling an Avery 4 bottom Self Lift Plow (Silver Medal, Class A, Gasoline Tractors).

claim, necessitates the help of only one extra horse when in operation. The Revd. W. P. Spooner, the inventor of the machine was in charge of the exhibit, which attracted considerable attention.

The Minneapolis Threshing Machine Co., of Hopkins, Minn. and Winnipeg, had on the grounds one of their 20-40 h.p. Universal Gas Tractors, attached to a 6-bottom Minneapolis Engine Gang Plow, and a 25 h.p., 4-cylinder kerosene-gasoline tractor, having a specially designed carburetor, and operating a 36 x 56 Minneapolis Standard Separator. In addition they had a 25 h.p. simple steam engine on view.

a large display of road graders, etc., comprising a Russell Grader and ditcher, two reversible road graders, a Russell Junior road grader; two other graders and two steel drag scrapers built on the pattern usually found in the split log drag. This concern also had on view three slush scrapers, two wheel scrapers, one steel and one wood dump scrapers, four road plows, one Meadows Portable Elevator and a Meadows Power Washing Machine.

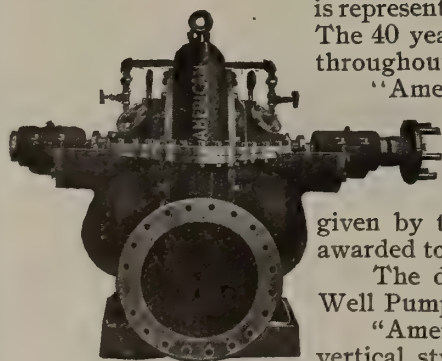
The Hackney Manufacturing Co., of Minneapolis and Winnipeg had three of their auto plows on the grounds—one operating a Sawyer-Massey 29 x 50 Great West separator.

bodied in their product.

The Tudhope, Anderson Co., Winnipeg, Canadian agents for the Emerson-Brantingham Company, Rockford, Ill., showed a 25 h.p. compound Reeves steam tractor, operating a 36x60 Reeves separator with full attachments. They also had two "Big Four," 4-cylinder, 30-60 h.p. gas tractors, one kerosene and one gasoline, one having a full line of attachments and a steering device in position. Two new type stationary gasoline engines, a 1½ h.p. and a 4 h.p., were also shown.

The Stewart Sheaf Loader Co., Winnipeg, had two of their well known sheaf loaders on exhibition, one being in operation and

THE STANDARD BY WHICH OTHERS ARE JUDGED!



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

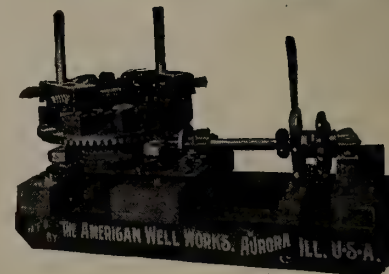
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORK

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



steam engines, adapted for plowing, which was operating a 36 x 60 Imperial separator; a 22 h.p. side-mounted simple steam engine attached to a 32 x 54 Imperial separator.

Burridge-Cooper Co., Winnipeg, had on view a 4-cylinder Waterloo Boy, 15-30 h.p. Caterpillar tractor; a 4-cylinder Waterloo Boy wheel tractor; a 4 h.p. horizontal and a 1½ h.p. horizontal, the latter being attached to an "Our" power washer. They also showed a Diamond Junior 20-36 h.p. tractor, manufactured by the Diamond Works, of Minneapolis, which was operating a 33 x 50 Geiser separator.

The Taggart Iron Works Co., Winnipeg, had displayed one of their portable grain elevators.

The Canadian Avery Co., successors to Haug Bros. & Neller-moe, Winnipeg and Regina, had a full line of the Avery type tractor on view, including a 30 h.p. compound steam tractor, a 20 h.p. simple steam tractor, one 20-35 h.p. 2-cylinder opposed type gasoline tractor, and one 12-25 h.p. 2-cylinder opposed gasoline tractor. They also had on view a 5-bottom Avery Self-Lift plow, a 42 x 64, a 36 x 60, a 32 x 54 and a 22 x 36, all "Yellow Fellow" Avery separators. They also had three other self-lift plows, while

at the plowing grounds the laurels of the Company were borne by a 40-80 h.p. 4-cylinder, double opposed tractor, a 20-35 h.p. Avery tractor of the same type; and also a 12-25 h.p. Avery type tractor along with 5-bottom, 6-bottom and a 10-bottom Avery Self-Lift Plows.

The Hart-Parr Co., of Charles City, Ia. and Portage la Prairie,

pressure boiler, driving a 33 x 56 Gaar-Scott separator, a 25 h.p. twin-cylinder Montana Special engine operating a 40 x 64 Gaar-Scott separator; one Gas-Pull double opposed type engine operating a 32 x 56 Advance separator. They also exhibited a Rumely Power Hay Baling Machine, with self feeder, operated by a Falk portable kerosene en-

bases, also a 6 h.p. Olds engine mounted on a truck. A Rumely Hercules Scrub Breaker attracted special attention, as also did a 30-60 h.p. OilPull twin-cylinder engine attached to a 30 x 56 Rumely separator. Continuing our scrutiny of the Rumely exhibit, we found a 15-30 h.p. OilPull, single-cylinder engine, operating a 28 x 44 Rumely



The J. I. Case 15-25 h.p. Gasoline Tractor hauling a four-bottom Case-Sattley power lift engine gang plow. (Gold Medal Winner, Class A Gasoline Engines).

showed three of their well known oil tractors—a 30-60 h.p. twin-cylinder, a 20-40 h.p. twin-cylinder and a 15-27 h.p. single cylinder.

The Rumely Products Co., La Porte, Ind., and Winnipeg, showed a Gaar-Scott 25 h.p. single-cylinder steamer with high

gine, while the Rumely Oil Turn engines included a 3 h.p. skidded engine, a 3 h.p. truck engine, a 5 h.p. skidded, and one of a like power mounted on a truck. In the stationary engine line display, the Olds engines were prominent, there being shown 1½, 3 and 6 h.p. engines mounted on iron

separator, also a large 18 h.p. portable Olds engine attached to a 24 x 44 Rumely separator; a six-furrow Rumely engine gang plow and a 6-disc Rumely engine plow. We also noticed two 15-30 h.p. OilPulls, a 30-60 h.p. OilPull and a 25-45 h.p. OilPull, twin-cylinder engine, along side which lay a

Live Dealers
make
Big Money
selling

Lastic - Air

Why not be our representative
in your territory?

Our selling plans and advertising campaigns will help you. Our proposition to country representatives is worth your consideration.

**Lastic-Air ends all
Tire Troubles**

It is punctureless and durable. Its merits as a money saver is its best selling point,

ONCE SOLD—ALWAYS USED.

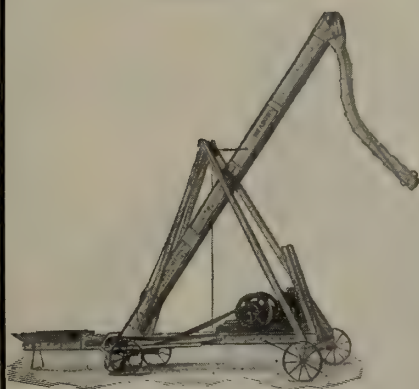
Write for particulars while your territory is still open.

Lastic-Air Co.

102 King Street
WINNIPEG, MAN.

Agents:— Sell The
**MEADOWS
ELEVATOR**

You will make Money and give
Satisfaction



The Meadows Portable All-Steel Grain Elevator is positively the only elevator on the market equipped with regulated hopper feed device that will not crowd under varied conditions.

The Patented Adjustable Shaft makes elevations possible at any height.

The Engine 2½ h.p. is sufficiently strong to lift grain 18 ft. at the rate of 20 bushels per minute. It is a strong, simple and serviceable engine, easy to operate and inexpensive in upkeep.

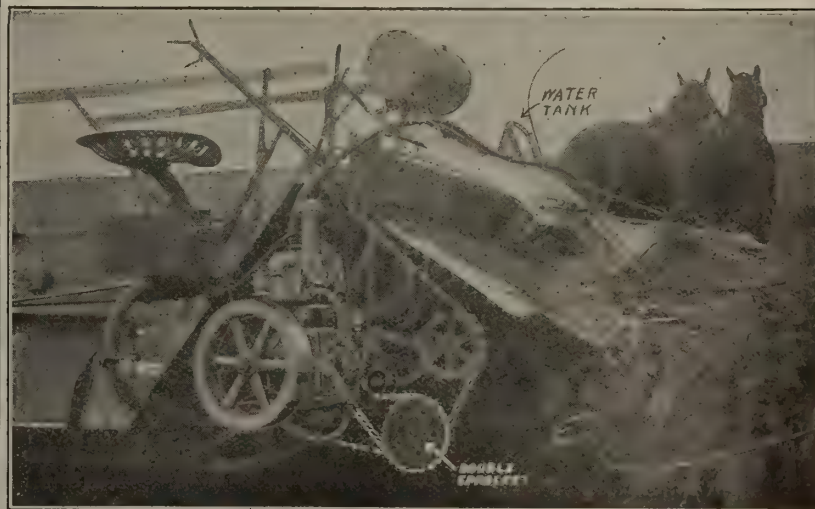
It is well placed on the carriage which reduces vibration to a minimum and affords a solid foundation. May be bought with or without engine. The entire equipment is well built and made to last. It performs a labor and money-saving function and once sold in your territory will result in many further sales.

Write today for our agency contract and prove to your satisfaction that the Meadows is a money maker.

HENRY RUSTAD

325 William Ave. Winnipeg

CUSHMAN! CUSHMAN! CUSHMAN!
4 H.P. 4-CYCLE



A Harvest Field near Dauphin, Man., Showing
Farm Cushman Operating a Binder

ENGINES THAT SELL AND STAY SOLD

Send for Literature on our 4, 8, and 20 Horse Power
Light Weight High Power Gasoline Engines . . .

Cushman Motor Works of Canada

LIMITED

210 Chambers of Commerce

WINNIPEG

Rumely kerosene tank and a gasoline tank with water tank auxiliary.

Geo. White & Sons, of London and Brandon, had a 30 h.p. simple steam tractor operating a 36 x 60 White separator; a 20 h.p. simple engine, with wooden water tank, operating a 30 x 52 separator, and also a 28 x 50 separator undriven.

The Canadian Fairbanks-Morse Co., of Winnipeg, showed a 30-60 h.p. 2-cylinder kerosene tractor, and a 30-40 h.p. engine driving a 33 x 59 Farquhar separator; also a 15-30 h.p. single-cylinder engine attached to a 30 x 50 Farquhar separator. They also showed a 25 h.p. kerosene, portable engine and a 22 x 28 Farquhar Rake separator driven by an 8 h.p. engine, both engine and separator being mounted on a strong wheeled frame. Two skidded engines—a 6 h.p. and an 8 h.p.—were shown, also a 2-cy-

linder and a 3-cylinder Fairbanks-Morse engines of the Marine type. A 3½ h.p. binder engine stood alongside a Fairbanks-Morse pumping outfit and jack, which were in operation. A 2 h.p. engine was also shown operating a Maytag Washing Machine and a De Laval cream separator, while another 2 h.p. engine was directly connected to a 3 in. x 5 in. power pump. An interesting feature of the exhibit was a sectional engine of their type, the metal being cut away so as to show the design of the working parts of the engine. Two Dominion standard scales and a Fairbanks-Morse 5-ton pitless scale completed the display made by the Company.

The Sawyer-Massey Co., of Winnipeg and Regina, showed a 27 h.p. compound steam engine, with a high pressure boiler, operating a 32 x 56 Great West separator with a 16-bar cylinder,

and one of their latest improved 1913 self feeders and wind stackers. A special feature on this separator was that consisting of a fan and pipe attachment for chaff-saving while in operation. They also displayed a 25-45 h.p. 4-cylinder gas tractor, operating a 32 x 50 Daisy separator, and a 12 h.p. Ideal engine, operating a 30-inch Eclipse separator. A 29 x 44 Daisy separator was driven by a 25 h.p. simple steam engine, and a 25-45 h.p. 4-cylinder gas tractor stood by a 27 h.p. compound steam tractor. A 35 h.p. simple steam engine, a Sawyer-Massey road grader and a Junior road leveller, along with a line of jacks, belting, etc., completed the exhibit. Two wood water tanks were also on view while a transmission gear case, a crank case, cylinder, piston, crankshaft and camshaft, showed the fine machining embodied in the Sawyer-

Massey engines when produced from their factories.

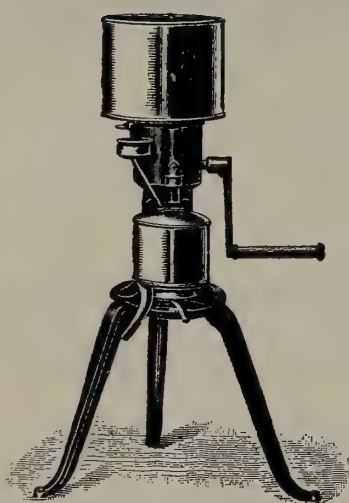
The Waterloo Manufacturing Co., Portage la Prairie, had on exhibit a 16 h.p. simple steam engine, operating a 28 x 42 Waterloo Champion separator. They also displayed a 27 h.p. simple steam engine, with a boiler pressure of 175 lbs. per square inch, attached to a 40 x 62 Manitoba Champion separator; a 25 h.p. simple steam engine driving a 36 x 56 Waterloo Champion separator, while a full line of attachments completed the exhibit.

Nichols & Shepard Co., of Battle Creek, Mich., and Winnipeg, had on view a 25 h.p. simple steam engine driving a Red River special separator, 36 x 56 in size. They also showed a 35 h.p. oil or gasoline tractor operating a 40 x 60 Red River separator. A set of machined parts, cylinder, crankshaft, etc., were also shown.

J. I. Case T. M. Co., of Racine, Wis. and Winnipeg, had on view a 20-40 h.p. gas tractor, of the opposed cylinder type, operating a 24 x 42 steel separator; also a 40 h.p. simple steam engine attached to a 28 x 50 separator and an 80 h.p. simple steam engine driving a 36 x 58 separator. A 30 h.p. simple portable steam engine drove an 18 x 36 separator, and a 50 h.p. steam engine a 32 x 54 separator. They also had their 45 h.p. simple rear-mounted hill climbing engine in operation; 4 Wales steel water tanks and a 6-bottom Case-Sattley engine gang plow. At the plowing contest this Company had in operation a 40 h.p. simple and an 80 h.p. compound steam engine; a 110 h.p. simple steam engine and a 40-80 h.p. 4-cylinder gasoline-kerosene tractor. Two 36-60 h.p. gasoline-kerosene engines, two 20-40 h.p. gasoline-kerosene, and a 15-25 h.p. gasoline-kerosene engine completed the list of attractions exhibited by this thresher Company.

The Maytag Co., Winnipeg, showed a Ruth Feeder in operation, driven by a 5 h.p. Stickney engine; also a 14-foot extension carrier, tank pumps, carriers, headlights and various thresher supplies. On the grounds they also showed Maytag and Pastime washing machines in operation, while at their stand in the Manufacturers' Building they had on view an electric washing machine, demonstrated by a most prepossessing young lady.

The Baker Valve Co., Winnipeg, demonstrated the efficacy of the Morris Improved Beading Tool, a hammer and ratchet mechanism for beading boiler



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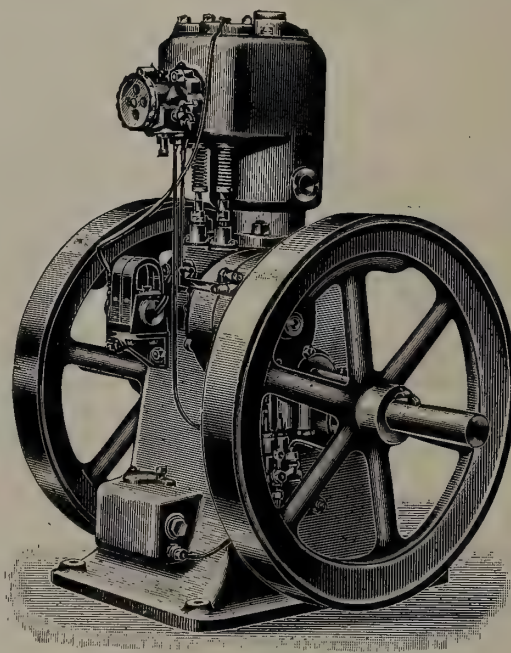
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NO OUTSIDE LUBRICATORS. Lubrication of the "Lister" is entirely **AUTOMATIC**. Impossible to over or under lubricate.

NO BATTERY TROUBLES. All Lister engines are fitted with the "Bosch" High Tension Magneto. This enables user to start quickly and easily as an equally intense spark is obtained on turning by hand as when engine is at full speed.



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WINNIPEG

flues, while they also showed a practical oil pump in operation.

The Garden City Feeder Co., Regina, showed one of their straight feeders, operated by a $1\frac{1}{4}$ h.p. gasoline engine, and a Wing feeder driven by a $2\frac{3}{4}$ h.p. engine.

The Goold, Shapley & Muir Co., Winnipeg, showed a 12 h.p. Ideal portable engine, operating a 30 x 36 Eclipse Sawyer-Massey separator, also a No. 4 Ideal Cement Mixer operated by a 6 h.p. Ideal engine. A 16 h.p. portable engine with a patent cooler, a 28 h.p. portable operating a 29 x 44 Sawyer-Massey Daisy separator, an 8 h.p. portable Ideal engine, and a 35 h.p. Ideal gas tractor completed the exhibit of this concern.

The McClellan Stooker Co., Winnipeg, had one of their attachments on view, the exhibit being in charge of J.K. Lambert.

The Watson Weeder and Dry Farming Implement Co., Winnipeg, had one of their patent oscillating weeders on view, the mechanism attracting considerable attention on account of its novel design.

Messrs. Dodds & Detwiler, Winnipeg, showed one of their weeding and scuffling machines, while they also had a clod leveller on view.

The Omega Pump & Windmill Co., St. Hyacinthe, Que., had an Omega Windmill in operation.

The Cushman Motor Works, of Canada, Winnipeg, had one of their 4 h.p. binder engines operating an Adriance binder, also an 8 h.p. skidded engine and a 4 h.p. vertical engine driving a Lilly Duplex Mill. A heavy 20 h.p. 2-cylinder engine completed this exhibit which was of considerable interest to sightseers.

Exhibits in Manufacturers Building

The Nelson Grain Saver Co., Winnipeg, had on exhibit one of their attachments located in position upon a binder, admirably demonstrating its efficacy.

The International Foundry Co., Winnipeg, showed their advance spring pump governors, their exhibit being in charge of W. H. Shackel.

The John Watson Manufacturing Co., Winnipeg showed a full line of their warehouse trucks, both hand and platform type, also box trucks, timber dollies, binder platform trucks, lawn vases, lawn rollers, etc. Bakers pan trunks were also in evidence, while an iron frame folding trunk carrier for hotels attracted considerable

attention. A variety of garden seats were shown, also eleven Standard cream separators, varying in capacity from 250 to 1,000 pounds. The exhibit was in charge of our old friend E. Strachan.

Beatty Bros., of Fergus, Ont. and Winnipeg, had an excellent display, comprising their steel stalls and galvanized mangers, litter carriers, hay and feed carriers, trucks, ladders, churns and washing machines. Daisy grinders, and a variety of pumps were also shown, while a special steel frame pen with an ingenious lock on the gate completed the display by this company, the whole being in charge of J. W. Thompson, Western manager.

The Twin City Separator Co., Winnipeg, had on view six of their Bulldog grain separators varying in capacity from 24 ins. to 40 ins., also one of their immersion grain picklers and four Bulldog gasoline engines, $1\frac{3}{4}$, $2\frac{1}{2}$ and 5 h.p., and a $2\frac{1}{2}$ h.p. driving a feed mill.

The Brett Manufacturing Co., Winnipeg, showed a line of their incubators, brooders, bone-crushers and feed savers.

Joseph Brunelle, North Yakima, Wash., exhibited one of his patent feed trucks.

The Loudon Hardware Specialty Co., of Guelph, Ont. and Winnipeg, had on view a line of their steel walls, steel mangers, and litter, feed and straw carrying devices.

W. Allison, Brandon, demonstrated one of his special binder hitches.

The Dominion Specialty Co., Winnipeg, showed four of their well known automatic grain picklers.

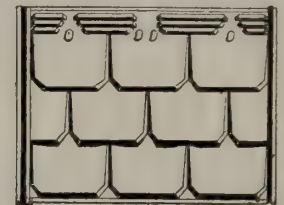
D. Ackland & Son, Winnipeg, had a large and comprehensive exhibit arranged in a commodious booth. A full line of blacksmiths' supplies were shown, including Lauson Frost King engines, several power hammers, forges, blowers, punching and shearing machines, tire setters, bolt heading vices, power and hand drilling machines, taps, dies and a large assortment of hand tools. In their wood goods department they showed an interesting exhibit in the shape of a dog sleigh made by them for a trapper in the northern fur country, complete with the harness for the huskies (dogs) which are used for haulage purposes. Especially interesting was a display of the various processes in the manufacture of vehicle parts, felloes, hubs, eveners, single and double trees, wagon and buggy shafts, etc., being shown in every operation from the rough timber onwards to the finished article. A complete wagon, with the timber machine-finished only, was shown set up, and a variety of sections of all the hardwoods used in vehicle manufacture completed what was an excellent exhibit.

The Winnipeg Ceiling and Roofing Co., Winnipeg, exhibited

one of their corrugated galvanized steel granaries fully erected, also a corrugated galvanized steel oil tank and several sections of corrugated culverts. They also had a full display of their ornamental ceiling and siding sheets, shingles, etc., their booth being tastefully conceived of various patterns of their embossed siding.

(Continued on Page 17.)

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Agricultural Motor Contest at the 1913 Canadian Industrial Exhibition

Although the exhibition proper did not start until the 8th July, the economy and brake testing in the Agricultural Motor Contests was under way by the 2nd July. Three companies put forward tractors in the competition, these being the J. I. Case T.M. Co., Racine, Wis.; Sawyer-Massey Co., Hamilton and Winnipeg, and the Avery Co., Peoria, Ill. Nine-

trains running from the exhibition grounds was fairly satisfactory. It is a revelation of what power will do when applied to modern farming when we see these powerful gasoline or steam tractors strain, start and head rapidly away across the long level field, each followed by its battery of plows cleaving the soil in furrows and laying over a wide

water used; the acres plowed, the draw-bar pull, the fuel used per acre and other data which is considered essential. We will reproduce herewith the Score Card.

	Div. I & II	Div. III
Horse power hours per pound of fuel	130	120
Horse power hours per pound of water used	20	30
	150	150

Accessibility of working parts	15	15
Ease of manipulation	10	10
Lubricating oil used in cylinder and crank case per unit of power developed (economy brake)	5	5
Finish, proportion of working parts and durability of materials	20	20
Accessories	15	15
Speed range miles per hour and method of changing	15	15
	100	100



The J. I. Case 110 h.p. Steam Tractor heading up the furrow. (Winner Gold Medal, Class C. Steam Engines).

teen tractors from these concerns completed the various tests, the J. I. Case T.M. Co. annexing most of the honors. In the totalization of points we find that in Division 1 (Gasoline) that company had two firsts, a second and a fourth; in Division 2 (Kerosene) two firsts and one second, and in Division 3 (Steam) three firsts.

The Sawyer-Massey Co., had a first in Division 1, and three seconds in Division 3.

The Avery Co., had two seconds and a third in Division 1, and a second and a diploma in Division 2, where in one class they were the only competitor, showing best results with their one-man outfit.

The plowing tests were proceeded with as soon as all the entries had completed the brake and economy tests, yet, owing to inclement weather conditions, it was only on the morning of July 14th that the tractors were able to make a start on the plowing field in their final task of drawing the heavy engine plows. On the two days taken to complete this portion of the tests weather conditions were, fortunately, ideal, and, considering the heavy rain during the previous week, the ground was in excellent condition for plowing, being only slightly sticky in parts.

The plowing field was located some seven miles northwest of the exhibition grounds, and the attendance by means of special

swathe of the prairie in passing.

Between each engine and the plows a heavy dynamometer is attached, which registers continually the power required to draw the engine gangs. In practically every instance the line furrow, which designated the point where the plows must enter or leave the soil, showed an almost mathematical accuracy on the part of the plow attendants when lifting and

Maximum Brake Test (50)

Ration of piston displacement to maximum load	50	50
Plowing Test (200).		
Draw-bar h.p. per pound of fuel	140	115
Draw-bar h.p. per pound of water	25	30
Area plowed per hour per economy brake horse power	25	25
Quality of plowing insofar as engine is responsible	10	10
Distance travelled without replenishing fuel	10	10



The Sawyer-Massey 25-76 h.p. Steam Tractor pulling an 8-bottom John Deere engine gang plow. (Silver Medal Winner, Class B, Steam Tractors).

lowering the bottoms. Taken over all the plowing was of a high standard of excellence. In this test the judges set the depth of furrow to be cut while measurements are taken of the fuel and

Distance travelled without replenishing water	10	
	200	200
Design and Construction (100)		
Dia. of circle in wheel to turn in medium soft ground	5	5
Protection of working parts	15	15

cords are a liberal education regarding general tractor capacities. We append particulars of the various entries and the main figures achieved by each tractor in its performance.

Division 1, Class A

Gasoline engine whose piston displacement is 300 cubic feet per minute and under.

The first entry in this class was No. 1, a J. I. Case engine. This engine, which got first prize, developed an average b.h.p. of 20.8 in the two hour brake test, using 4.57 gallons gasoline. In the half-hour maximum test 24.4 was the average b.h.p. recorded, on a fuel consumption of 9.5 lbs. gasoline. In the plowing tests, in which each entry had to be complete at least six rounds of the field, this engine pulled 4 Case-Sattley bottoms, doing 2.19 acres in 139 minutes, with a recorded draw-bar pull of 2,360 pounds. The fuel used per acre was 18.02 lbs. The total scored by this engine, out of a possible of 500, was 325.6 points.

The second prize in this section went to No. 19 an Avery engine which developed 18.8 b.h.p. in the two hour test, using 3.71 gallons gasoline. In the half-hour maximum test it developed an average

consuming 10.5 pounds gasoline. In the plowing tests this engine hauled five Avery plows, covering 2.68 acres in 102.5 minutes, with an average draw-bar pull of 2,940 pounds. The fuel used per acre plowed was 21.21 pounds, the engine scoring a total of 316.75

No. 4, a Sawyer-Massey engine got first place in this class, developing 45 of an average b.h.p. on 8.86 gallons gasoline in the two hour test, while in the half hour test it developed 58.3 b.h.p. on 21.5 pounds fuel. Plowing with an 8-bottom John Deere en-

No. 6 was also a Case engine, developing 61.8 average b.h.p. on 12.86 gallons gasoline during the two hour test, and 71 average b.h.p. on 24.5 pounds gasoline in the half hour test. It handled an 8-bottom Case-Sattley gang plow, covering 4.15 acres in 109.25 minutes, the average draw-bar pull being 5,570 pounds. The average fuel per acre plowed was 17.46 pounds, the engine scoring only 154.05 points getting fourth place in the class.

Engine No. 7, an Avery tractor won third place, developing 61.1 average b.h.p. on 16.86 gallons gasoline in the two hour test, and 73.8 average b.h.p. on 36.5 pounds fuel in the half hour test. It handled 10 Avery plows, plowing 5.35 acres in 100 minutes, the average draw-bar pull being 6,190 pounds. The fuel used per acre amounted to 12.05 pounds, the engine scoring a total of 290.05 points.

Division 2, Class A

Kerosene tractors having a piston displacement of 300 cubic feet per minute and under.

The only entry in this class was No. 8, from the Avery Company, which developed an average of 19.1 b.h.p. on 4.62 gallons kerosene in the two hour test and 22.9 average b.h.p. on 10 pounds kerosene in the half hour test. It pulled four Avery bottoms for 830 yards, thereafter using three only, and plowed 1.842 acres in 80.5 minutes. The average draw-bar pull was 1,735 pounds, the fuel used per acre 29.04 pounds. This engine totalled 193.10 points, receiving a diploma.

Division 2, Class B

Kerosene tractors having piston displacement of over 300 and not more than 500 cubic feet per minute.

The first entry in this class was No. 9, an Avery Tractor that pro-



The Sawyer-Massey 35-115 h.p. Steam Tractor, walking away with 12 John Deere 14-inch plows. (Silver Medal Winner, Class C. Steam Engines).



The Avery 20-35 h.p. opposed cylinder Gasoline Tractor handling an Avery Self-Lift Plow. (Silver Medal Winner, Class B. Gasoline Engines).

b.h.p. of 26.2 on a fuel consumption of 8 pounds gasoline. In the plowing tests this engine handled four Avery bottoms, plowing 2.12 acres in 126 minutes. The draw-bar pull recorded was 1770, the fuel used per acre 14.86 pounds. The total score of this engine was 238.95 points.

Division 1, Class B

Gasoline Engine with a piston displacement of over 300 and under 500 cubic feet per minute.

The first entry in this class was No. 2, an Avery engine which developed 29.4 of an average b.h.p. in the two hours brake test, on a fuel consumption of 5 gallons. In the two hour test it showed an average of 35.9 b.h.p.

points, getting second place in the class.

Engine No. 3, a J. I. Case, won first place in this class with an average b.h.p. of 35.7 in the two hour test, using 5.96 gallons gasoline. In the maximum test it showed 41.8 b.h.p. using 15 pounds gasoline. In the plowing test this entry drew 6 Case-Sattley bottoms, covering 3.24 acres in 115¾ minutes. The average draw-bar pull was 3,540 pounds, and the fuel used per acre 14.92 pounds. Total points awarded 352.

Division 1, Class C

Gasoline tractors whose piston displacement is 500 cubic feet per minute and over.

gine gang, it covered 4.27 acres in 121 minutes. The average draw-bar pull was 4,890 pounds, the fuel used per acre 14.65 pounds. The total points scored by this entry were 359.05.

Second place went to No. 5, a J. I. Case engine that developed 72 of an average b.h.p. during the two hour test, using 12.22 gallons gasoline, and developing 86.2 b.h.p. on 27.5 pounds gasoline in the half hour test. This engine pulled 10 Case-Sattley plows, covering 5.12 acres in 112.5 minutes, the average draw-bar pull being 7,350 lbs. The fuel used per acre was 15.52 pounds, and the total points scored by the engine 355.55.

RESULT OF BRAKE TESTS, MOTOR CONTESTS, WINNIPEG, JULY, 1913

TWO-HOUR ECONOMY BRAKE TEST										HALF HOUR MAXIMUM TEST																																																									
Entry No.	MAKER'S NAME	Time Lost due to Engine	Average H. P. Developed	R. P. M. Engine Pulley	R. P. M. Engine	Gals. Gasoline or Kerosene, Lbs. Coal	H. P. Hours per Unit Fuel	Gals. Water Used	H. P. Hours per 100 Gals. Water	Lbs. Water Used per Lb. Coal Burned	Sq. Ft. Heating Surface	Speed of Surface of Engine Pulley Ft. per Min.	Speed of Surface of Belt Ft. per Min.	Cost of Fuel per B. H. P. Hr.	Per Cent. Slippage	Average B. H. P. Developed	R. P. M. Pulley-Brake	R. P. M. Engine	Fuel Used in Lbs.	H. P. Hrs. per Lb. Fuel	Water Used, Gals. per 100 Gals. Water	Average Steam Press.	Ratio Piston Displacement to Max. B. H. P.																																												
DIVISION 1 (Gasoline)																																																																			
Class A	19	J. I. Case T. M. Co.	0	20.8	600	600	4.57	1.30	0.26	16000		3402	3375	2.97	0.8	24.4	310.5	595.0	9.5 Gas.	1.28	0.2	6100.0	14.13																																												
																								Avery Co.	0	18.8	619.0	619.0	3.71	1.45	1.97	1880		3170	3213	2.66		26.2	304.5	631.4	8 Gas.	1.64	1.95	672.0	12.94																						
Class B	23	Avery Co.	0	29.4	500.8	501.5	5.0	1.68	3.28	1793		2881	2893	2.3	1.5	35.9	276.1	509.6	10.5 Gas.	1.71	2.54	707.0	12.41																																												
																								J. I. Case T. M. Co.	0	35.7	501.5	501.5	5.96	1.71	3.77	1893		3185	3137	2.26		41.8	276.1	468.2	15.0 Gas.	1.39	5.22	400.0	11.74																						
Class C	45	Sawyer-Massey	0	45.0	301.6	301.6	8.86	1.45	0.15	60000		2870	2851	2.66	0.7	58.3	265.4	597.4	21.5 Gas.	1.36			11.65																																												
																								J. I. Case T. M. Co.	11	72.0	491.0	491.0	12.22	1.68	44.7	322		3088	3040	2.30	1.6	86.2	279.2	481.6	27.5 Gas.	1.57	12.1	356.0	11.94																						
																																														J. I. Case T. M. Co.	51	61.8	358.2	358.2	12.86	1.37	48.4	255		3031	3000	2.81	1.0	71.0	289.6	362.1	24.5 Gas.	1.45	8.0	444.0	11.1
DIVISION 2 (Kerosene)																																																																			
Class A	8	Avery Co.	0	19.1	598.8	598.8	4.62 K	1.05	3.83	997		3067	3095	1.9		22.9	291.1	611.4	10 Ker.	1.14	1.54	744.0	14.32																																												
																								Class B	910	Avery Co.	0	27.9	499.0	499.0	6.84 K	1.03	8.08	691		2870	2850	1.78	0.7	32.2	264.9	499.9	15.5 Ker.	1.04	2.2	732.0	13.6																				
J. I. Case T. M. Co.	0	34.5	527.0	527.0	6.71 K	1.30	7.16	964		3346	3329	1.41	0.51	32.3	261.5	444.0	14.5 Ker.	1.12	2.6	623.0	14.4																																														
																						Class C	1112	J. I. Case T. M. Co.	0	70.1	490.8	490.8	14.05 K	1.26	50.6	277		3088	3061	1.46	0.9	78.6	277.7	483.6	35.5 Ker.	1.11	8.4	470.0	13.2																						
J. I. Case T. M. Co.	0	54.1	362.9	362.9	11.62 K	1.18	38.9	278		3070	3040	1.56	1.0	67.6	285.6	362.3	30.0 Ker.	1.13	10.2	331.0	11.7																																														
DIVISION 3 (Steam)																																																																			
Class A	1314	Sawyer-Massey	0	57.9	273.3	273.3	417.5 C	0.277	321.0	36.08	7.18	2965	2945	1.442	0.67	74.5	247.8	251.4	125.5 Coal	0.297	70.0	53.2	170.9	1.77																																											
																									J. I. Case T. M. Co.	0	39.7	250.4	250.4	272. C	0.292	245.5	32.35	9.43	2608	2590	1.37	0.7	57.3	246.8	254.7	90.5 Coal	0.317	100.5	28.5	152.6	2.75																				
Class B	1516	J. I. Case T. M. Co.	0	80.1	261.9	261.9	524.5 C	0.306	423.8	37.82	8.08	2762	2735	1.31	1.0	103.9	260.7	271.8	202.5 Coal	0.257	164.0	31.7	146.7	2.42																																											
																									Sawyer-Massey	0	55.3	255.7	255.7	456. C	0.243	347.9	31.82	7.63	2758	2754	1.65	0.1	73.6	222.5	227.5	167.5 Coal	0.220	142.0	25.9	135.1	2.79																				
Class C	1718	J. I. Case T. M. Co.	0	110.5	243.8	243.8	586.5 C	0.377	579.7	38.12	9.88	2795	2761	1.06	1.2	135.2	234.0	222.0	432.5 Coal	0.156	235.4	28.7	147.6	2.58																																											
																									Sawyer-Massey	0	114.9	240.9	240.9	961.5 C	0.239	721.1	31.9	7.5	9.5	2743	2735	1.67	0.3	153.8	248.0	238.4	379.0 Coal	0.203	276.0	27.9	158.3	2.84																			

duced 27.9 average b.h.p. on 6.84 gallons kerosene in the two hour brake test, and 32.2 b.h.p. on 15.5 pounds kerosene in the half hour test. It pulled 4 Avery plows, covering 2.254 acres in 102 minutes, the average draw-bar pull being 2,635 pounds. The fuel used per acre was 32.90 pounds, the engine compiling a total of 238.25 points, winning second place in the class.

The first place in this class was annexed by No. 10, a J. I. Case engine that developed 34.5 average b.h.p. on 6.71 gallons kerosene in the two hour brake test, and 32.3 average b.h.p. on 14.5 pounds kerosene in the half hour maximum test. In plowing it hauled six Case-Sattley plows for one furrow, thereafter dropping one, covering 2.691 acres in 122 minutes. The average draw-bar pull was 3,920 pounds, and the fuel used per acre 24.90 pounds. This engine was credited with 338.10 points.

Division 2, Class C

Kerosene tractors with a piston displacement of over 500 cubic feet per minute.

No. 11, a J. I. Case engine developed an average b.h.p. of 70.1 on 14.05 gallons kerosene in the two hour test, and 78.6 b.h.p. on 35.5 pounds kerosene in the half hour maximum test. It drew 10 Case-Sattley bottoms in the plowing tests, covering 5.36 acres in 114.3 minutes. The average draw-bar pull was 7,100 pounds and the fuel used per acre 23.78 pounds. This entry took second place in the class with 306.15 points.

No. 12, also a Case engine took first place, developing 54.1 average b.h.p. on 11.62 gallons kerosene in the two hour test, and 67.6 average b.h.p. on 30 pounds kerosene in the half hour test. It pulled 8 Case-Sattley plows over 4.214 acres in 113.5 minutes, the draw-bar pull being 5,950 pounds on an average, the fuel used per acre being 27.64 pounds. This engine took first place in its class with 331.05 points.

Division 3, Class A

Steam tractors whose piston area in square feet times 200 x 8 equals 60 or less.

The first entry in this division was No. 13, a Sawyer-Massey tractor that produced 57.9 average b.h.p. on 417.5 pounds coal in the two hour brake test, and 74.5 average b.h.p. on 125.5 pounds coal in the half hour test. It pulled 10 John Deere plows, turning over 5.29 acres in 91 minutes, the average draw-bar pull being 7,600 pounds, while the fuel used per acre was 106.9 pounds, and 827 pounds water per acre.

This engine took second place in its class with 382.50 points.

The winning engine in the class was No. 14, from the J. I. Case Co., an engine that developed an average b.h.p. of 39.7 on 272 pounds coal in the two hour run, and 57.3 average b.h.p. on 90.5 pounds coal on the half hour basis. It pulled six Case-Sattley bottoms, plowing 3.209 acres in 97.6 minutes. The draw-bar pull averaged 4,950 pounds, and 109.1 pounds coal was used per acre plowed, along with 881 pounds water for the same area. The points awarded this engine totalled 383.85.

Division 3, Class B

Steam tractors whose piston area in square feet times 200 x 8 equals over 60 and under 100.

First place in this class went to No. 15, a J. I. Case engine, that developed 80.1 b.h.p. on 524.5 pounds coal in the two hour test, and 103.9 average b.h.p. on 202.5 pounds coal in the half hour maximum test. It pulled a 10-bottom Case-Sattley gang plow, covering 6.590 acres in 117 minutes. The average draw-bar pull was 8,150 pounds, while it used 93.4 pounds coal per acre and 782 pounds water per acre. The total points awarded this engine were 406.70.

No. 16, a Sawyer-Massey engine, won second place in the class, developing an average b.h.p. of 55.3 on 456 pounds coal in the two hour test, and 73.6 average b.h.p. on 167.5 pounds coal during the half hour test. It plowed 5.225 acres with an 8-bottom John Deere gang plow in 107 minutes, the average draw-bar pull being 9,800 pounds, while it used 139.7 pounds coal and 943 pounds water per acre plowed. Total points awarded 322.55.

Division 3, Class C

Steam tractors whose piston area in square feet times 200 x 8 equals over 100.

No. 17, a J. I. Case tractor won first position in this class, producing 110.5 average b.h.p. on 586.5 pounds coal during the two hour test and 135.2 average b.h.p. on 432.5 pounds coal in the half hour maximum test. Plowing it handled a 14-bottom Case-Sattley gang, doing 9.340 acres in 117.7 minutes, the draw-bar pull recording 11,500 lbs. It used 92.6 pounds coal per acre, and 837 pounds water in the same area. First prize was gained by 437.30 points.

The second place was taken by No. 18, a Sawyer-Massey engine that developed an average b.h.p. of 114.9 on 961.5 pounds coal during the two hour test, and 153.8 average b.h.p. on 379 pounds coal in the half hour maximum test.

RESULT OF PLOWING TESTS, MOTOR CONTESTS, WINNIPEG, JULY, 1913

Entry No.	MAKER'S NAME	No. of Bottoms	Make of Plow	No. of Times Across Field	Miles Travelled, Not Including Turns	Acres Plowed	Average Depth, Inches	Time Lost Due to Plows, Etc., Min.	Time Required in Turning, Min.	Time Lost Due to Dynamometer, Min.	Actual Time Plowing, Min.	Acres Plowed per Hour	Miles Travelled per Acre Plowed	Average Drawbar Pull, Lbs.	Average Drawbar Horse Power	Lbs. Gasolene or Coal	Drawbar Horse Power	Hours per Lb. Fuel	Fuel Used					Per Acre Plowed, Lbs.	Per Mile Travelled, Lbs.	Per Working Hour, Lbs.	Lbs. Water Used	Acres Plowed per H.P.	Average Drawbar Pull per 14 inch Plow	Possible Hours' Run without Replenishing Fuel	Possible Hours' Run without Replenishing Water	Drawbar Horse Power Used	Cost of Fuel per Acre Plowed, Cents																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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Class A	1 19	J.I. Case T.M. Co.	4	Case Sat	8	3,789	2,192	4.5	8	11	139	0.946	1,729	2360	10.28	39.5	23.8	0.603	18.02	10.42	17.05	0.75	0.0455	590	5.84	84.9	31.6	.69.6																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
																													4	Avery Co.	8	3,789	2,120	4.25	7.5	22	126	1.010	1,787	1770	8.52	31.5	17.9	0.568	14.86	8.32	15.00	7.5	0.0537	442	8.30	16.5	2.39	.57.4																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
Class B	2 3	Avery Co.	5	Avery	8	3,789	2,686	4.5	5.5	19	102.5	1.572	1,410	2940	17.37	57.0	29.7	0.521	21.21	15.05	33.30	25.5	0.0535	588	4.36	2.81	1.16	.81.9																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
																													6	J.I. Case T.M. Co.	8	3,789	3,248	4.5	7.25	10.25	115.75	1.684	1,166	3540	18.53	48.5	35.7	0.736	14.92	21.80	25.15	22.0	0.0472	590	8.43	9.41	1.62	.57.6																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
Class C	4 6 7	Sawyer-Massey	8	Deere	8	3,789	4,270	4.5	11	7	121	2.116	0.888	4890	24.50	62.5	49.4	0.790	14.65	16.50	31.00	14.0	0.0469	611	8.44	8.23	3.53	.56.6																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
																													10	J.I. Case T.M. Co.	8	3,708	5,120	4.5	11.5	112.5	2.730	0.724	7350	38.79	79.5	72.7	0.915	15.52	21.00	42.40	387.0	0.0379	735	15.34	5.36	0.188	.59.9																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
	6 7	J.I. Case T.M. Co.	8	Case Sat	8	3,706	4,150	4.5	1	1	109.25	2.280	0.893	5570	30.22	72.5	55.0	0.759	17.46	19.14	39.80	402.5	0.0369	696	16.34	5.02	0.137	.67.4																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
																													10	Avery Co.	8	3,789	5,355	4.5	7.5	51.5	100	3.213	0.708	6190	37.50	64.5	62.5	0.969	12.05	17.03	38.70	174.5	0.0526	619	6.78	4.02	0.358	.46.5																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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Class A	8	Avery Co.	3	Avery	6	2,841	1,842	4.25	5	27	80.5	1.373	1,543	1735	9.80	2.5 G 52. K	13.15	0.241	29.04	19.16	40.6	16.5	0.0719	578	2.38	4.80	0.797	.53.4																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						

JUDGES SCORE SHEET, MOTOR COMPETITION, WINNIPEG, JULY, 1913

CLASS AND DIVISION		Economy Brake Test				Max. Brake Test		Plowing Test						Design and Construction										RANK					
		TOTAL				H. P. Hours per Lb. Fuel	H. P. Hours per Lb. Water	Ratio of Piston Displacement to Max. B. H. P.	Drawbar H. P. Hours Per Pound of Fuel	Drawbar Horse Power	Acres Plowed per Hour per Econ. B. H. P.	Quality of Plowing	Distance Travelled Without Replenishing Fuel	Distance Travelled Without Replenishing Water	TOTAL	Diam. of Circle Required to Turn In	Protection of Working Parts	Accessibility of Working Parts	Ease of Manipulation	Dil. Used in Cyl. and Crank Case per Max. and Econ. B. H. P.	Finish, Proportion of Parts and Durability of Hours	Accessories	Speed Range			TOTAL	GRAND TOTAL Less Deductions		
MAKER		Points Deducted		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL	
DIVISION 1 (Gasolene)		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL	
Class A	1	J. I. Case T. M. Co.	17.25	84.5	20.0	104.5	43.5	68.2	25.0	15.8	5.25				114.25	3.6	12.0	11.75	8.0	4.5	15.0	13.75	12	80.6	325.60	1st			
	19	Avery Co.	85.5	94.3	14.7	109.0	45.4	64.2	8.5	18.6	3.5			94.80	4.6	10.75	10.5	8.25	3.4	15.0	12.75	10	75.25	238.95	2nd				
Class B	2	Avery Co.	17.0	109.2	14.3	123.5	46.2	58.9	7.2	18.6	5.25			89.95	4.5	11.5	10.5	7.75	2.1	15	12.75	10	74.10	316.75	2nd				
	3	J. I. Case T. M. Co.	13.05	111.1	14.8	125.9	47.3	82.8	7.7	16.4	6.25			113.15	4.2	11.0	12.5	8.75	1.5	15	13.75	12	78.70	352.0	1st				
Class C	4	Sawyer-Massey	5.15	94.3	20.0	114.3	47.4	88.0	9.6	16.3	8.0			121.90	4.4	11.75	11.75	9.5	2.2	15	14	12	80.60	359.05	1st				
	5	J. I. Case T. M. Co.	16.25	109.2	7.3	116.5	47.0	102.5	6.1	13.2	6.5			128.30	4.5	12.5	13.75	9.75	2.5	15	14	8	80.00	355.55	2nd				
	6	J. I. Case T. M. Co.	178.8	89.1	7.1	96.1	48.3	85.2	6.0	12.8	4.5			108.50	4.5	12.75	13.25	9.75	2.7	15	14	8	79.95	154.05	4th				
	7	Avery Co.	45.0	67.6	7.6	75.2	46.4	108.8	6.3	18.3	6.25			139.65	4.8	11.50	10.5	8.0	1.0	15	13	10	73.80	290.05	3rd				
DIVISION 2 (Kerosene)		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL	
Class A	8	Avery Co.	100.7	91.0	10.6	101.6	43.3	37.7	6.8	25.0	4.25			73.75	4.6	10.75	10.5	8.25	3.3	15	12.75	10	75.15	193.10	Dip.				
Class B	9	Avery Co.	62.25	89.3	9.1	98.4	44.4	55.0	6.2	16.5	6.0			83.70	4.5	11.5	10.5	7.75	2.0	15	12.75	10	74.00	238.25	2nd				
	10	J. I. Case T. M. Co.	25.5	112.7	10.4	123.1	43.1	92.0	6.7	13.3	5.5			117.50	4.2	11.0	12.5	8.75	2.7	15	15.75	12	79.90	338.10	1st				
Class C	11	J. I. Case T. M. Co.	48.2	109.2	7.2	116.4	45.0	88.0	6.1	13.9	4.75			112.75	4.5	12.5	13.75	9.75	2.7	15	14	8	80.20	306.15	2nd				
	12	J. I. Case T. M. Co.	8.8	102.3	7.2	109.4	47.4	78.5	6.1	14.3	5.0			103.90	4.5	12.75	13.25	9.75	1.9	15	14	8	79.15	331.05	1st				
DIVISION 3 (Steam)		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL	
Class A	13	Sawyer-Massey	27.5	87.5	28.6	116.1	49.4	91.2	28.3	20.9	7.25	4.7	8.7	161.05	4.0	12.0	13.0	8.25	2.2	17.25	13.75	13	83.45	382.50	2nd				
	14	J. I. Case T. M. Co.	24.0	92.2	25.9	118.1	39.5	96.0	28.4	17.3	6.0	9.7	8.0	165.40	5.0	12.5	13.5	8.0	1.1	17.0	14.75	13	84.85	383.85	1st				
Class B	15	J. I. Case T. M. Co.	24.0	96.6	29.8	126.4	42.9	112.5	30.0	14.7	5.25	6.8	7.4	176.65	4.9	12.5	13.5	8.0	1.1	17.0	14.75	13	84.75	406.70	1st				
	16	Sawyer-Massey	35.5	76.7	25.8	102.5	39.1	68.2	28.1	18.4	5.5	3.7	9.6	133.50	4.3	12.5	13.0	8.25	1.4	17.25	13.75	13	82.95	322.55	2nd				
Class C	17	J. I. Case T. M. Co.	19.5	119.0	30.0	149.0	41.3	113.5	29.0	15.0	6.5	8.6	6.5	179.10	4.8	12.0	13.5	8.5	3.6	17.0	15	13	87.40	437.30	1st				
	18	Sawyer-Massey	1.5	75.5	25.8	101.3	39.6	68.2	26.7	13.1	4.95	3.9	7.7	123.85	4.6	12.0	13.0	8.25	4.7	17.25	13.75	13	86.55	349.80	2nd				

Looking Forward

Perhaps no line of manufacturing in the farm machine business has greater possibilities than has the making of tractors for plowing. The volume of iron and steel which enters into the manufacture of implements has doubled within a few years. No so long ago the yearly consumption was but 500,000 tons; this year it has totalled 1,000,000 tons. The study of agriculture tends to show that plowing in the future will have to be deeper than is considered sufficient today. Surface plowing may last on virgin soil for several years, but sooner or later through lack of fertilizing elements and the non-conservation of sufficient moisture, the soil becomes impoverished and it becomes necessary to plow more deeply than aforesaid.

The deeper the plowing the more power required to haul the plow. The horse when subjected to plain figures shows up as an uneconomical unit, and to get the necessary power the tractor will yearly become more popular. Coupled with that the farming communities face a scarcity of labor, or labor at impossible prices—a condition that time does not seem to remedy. In America we will have to realize very shortly that our boast of cheap soil, unexcelled for fertility, is one that we cannot back by facts. How does our average wheat yield per acre compare with other countries? Does that wheat yield increase or decrease, apart from the vicissitudes of climatic conditions? Are we following systems of rotation or are we grain mad, yearly impoverishing our farms? However regarded our boast of preeminence is in danger.

There is such a thing as national competition in agriculture as in other spheres of energy. At the present time vast wheat fields are stretching west and south over the great plains of the Argentine Republic. Turkey and Asia Minor have infinite possibilities for grain growing and the demand for modern implements in these countries show that the farmers are forging ahead to increase the yield of a soil which is wonderfully productive. The plains of the hinterland of the Barbary states—Tunis, Morocco and Algiers, were once upon a time the granary of the Roman Empire, and recent reports show that grain growing is advancing there by leaps and bounds, while tractors are sought for that the acreage under cultivation may be



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

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WINNIPEG, CANADA, AUGUST, 1913.

increased. Southern Russia, due to a period of peace, is increasing her grain acreages yearly, and in other parts of the world we find the same state of affairs.

All these facts would go to show that our necessity is to turn larger and larger acreage up to the sun, and by means of power plows and tractors this is most readily accomplished. Each year brings improvements in tractor design, increased efficiency and greater mechanical perfection, and each year should show an increase in the acreage under cultivation in America by the greater use of power as applied to farming.

Moline Plow Co. Leave Canada

A most important change will take place in one of the large farm machinery concerns, the Canadian Moline Plow Co. That company officially announces that it is their intention to withdraw from Canadian territory in the near future, their reasons for so doing being long terms and selling on a consignment basis—conditions existing in the Canadian West.

While the company have enjoyed a good trade during the thirteen years they have done business in Canada, their policy right along has been that of extending short terms while exercising due caution in all credit business done.

Of late years conditions in Canada have changed to a considerable extent, consignment business increasing greatly, a condition antagonistic to the policy of the Moline Plow Co. They have, therefore, after thoroughly weighing all sides of the question, decided to quit Canadian territory, considering that it will be better for the company that they confine their efforts more closely to territory wherein the methods in vogue in connection with the sale of farm machinery are more in harmony with their policy of doing business.

Their decision is that of a plain business proposition—neither grievance nor rancour affecting their verdict. They express themselves as being perfectly satisfied with the treatment that they have received at the hands of Canadian dealers and users of farm machinery. During the years that have elapsed since the inception of their Canadian branches they have had a great many good customers who have persistently handled their goods, also many loyal users of their product, to all of whom they extend their thanks and thorough appreciation of business relationship in the past.

The company will arrange in the future to carry a large and complete stock of repairs, embracing their full line, at Winnipeg, Man. and Calgary, Alta. By this means all users of the lines marketed by the Moline Plow Co. will always

be able to get any repairs that they may require. Customers who have in the past bought goods from them on short terms, have signified their desire to continue carrying the Moline line. These dealers will have their requirements supplied directly from the factories of the company. The large branch house of the company on Logan Avenue, Winnipeg, will in the immediate future be either sold or leased and the Winnipeg Offices closed, all business connected with the territory being transacted from Moline, Ill.

Selling Implements for Cash Only

An interesting experiment has been successfully concluded by an implement dealer in changing his business from a credit to a cash basis. The store was popular throughout the community in which it was located, having enjoyed prosperity for a number of years. The proprietor decided that he could do business more satisfactory for himself and his customers by putting it upon a strictly cash basis, says the Weekly Implement Trade Journal.

Accordingly, customers and farmers who did not buy at his store were all notified of the change, and the dealer started to move every energy to create new business to supplant that which he knew would desert him.

At the end of one year of "cash" his total business had fallen off 55 per cent, leaving him less than half of the volume he had enjoyed under a mixed cash and credit regime. Undismayed, he continued to plod along and the second year about 80 per cent of his former business was done.

In three years he more than equalled the credit volume, and after nearly half a dozen years of a cash system he is annually doing a vastly increased volume of business.

"It was slow work," he commented, "but I have it where I want it now and I wouldn't go back to the old-time way for several farms. I knew my farmers well enough, and I didn't get 'cold feet' when the sales fell off. The first year was the hardest. After that, we began to build up steadily and I knew I was on the right track."

As an experiment such a procedure requires some nerve, yet this dealer seems to have proved what usually seems an impossibility—the carrying on of a retail implement business on a cash basis.

Sane Publicity

We are all aware at the present day of the enormous sums paid to general publications of large circulation for advertising space, but in the farm implement business it is the trade paper that remains the best medium. No paper can be a farm journal, a general magazine, a short story specializer, and an implement trade journal all in one. Farm implements do not mix well with safety razors, corsets or chewing gum, so far as advertising is concerned, and it is hard to see the policy of the business who advertises in mediums out of the general sphere of the product advertised, solely because of the claims of a mammoth circulation.

Large circulation claims are all right, but after all results are what counts, and the houses who have stayed in business and who are successful are the ones who have judiciously used space in the farm press to create a demand, and space in the trade paper to take care of the demand.

A Motor Contest in Tunis

An international plowing-motor contest will be held in Tunis during the week of April 15-22, 1914. All types of apparatus will be allowed to compete, but builders will be permitted to enter only one machine of each type. Foreign competitors will receive a transportation allowance of at least 50 francs (\$9.65) per gross ton. Printed matter containing the rules and conditions governing this contest and blank forms of application may be had from the Bureau of Foreign and Domestic Commerce, Washington, D.C. Final applications will have to be made not later than November 1, 1913. The applications must be accompanied by a deposit of 50 francs, which will be reimbursed in the case of machines presented at Tunis.

Tunis imports yearly more than \$200,000 worth of agricultural machinery, a large portion of which is of American origin. The country is steadily developing, and the enterprising and progressive spirit of the Tunisian farmer seems to show that that country will be one that deserves the consideration of the American manufacturer. Agricultural estates are generally over 100 hectares (247.1 acres) although many are more than ten times that size. The furrows are often over a

kilometer— $\frac{5}{8}$ of a mile in length. The climate requires rapid work on large areas and should be a good future field for motor cultivation.

Follow up Advantages

More than one hundred years ago Napoleon coined that phrase upon a battlefield, and in his many victories he invariably practised the idea of following up an advantage whenever he recognized its existence. To press forward a cavalry charge upon a tottering square, or to make a rapid flank attack when the enemy were in chaos from a heavy artillery fire was his scheme of pursuing the advantage, and the same axiom is as important a one in the bloodless battlefields of our daily business. The up-to-date business man needs no showing to realize that success in any enterprise will be in proportion to the recognition of the pursuit of such advantages as he may be able to create or utilize. Competition is the compelling force in the battle of business, demanding invention, improvement, system and economy. To survive and to excel we must use these factors to the greatest possible degree, taking heed of every advantage offered, whether we handle farm implements or flour. Manufacturers, jobbers, trade journals, from each an advantage may accrue that can be utilized, and the man who does not seek for the advantages will assuredly never find them looking for him. In advertising, by better service, by keeping in touch with customers and prospects, a dealer is creating advantages for himself and the pursuit of his advantages will eventually place him where he is ahead of his competitors, and in a better position financially, owing to the simple method of following up advantages whenever possible.

Cash Conditions Should Improve

The money shortage has been beaten out until, possibly, there is scarcely a single aspect that has not been criticized with a view to foretelling when more money will be in circulation in Western Canada. There is, however, a side which should have an appreciable effect upon business, and one that is not generally considered. We have been prone to judge the

banking and financial institutions on account of their extremely conservative standpoint in regard to financing individuals—whatever the security offered. In this we may have been wrong, and the attitude of banking establishments is one that will in the end be beneficial to business. George Horace Lorimer says that "cheerful borrowers are often slow, sad payers," and a great many of us at the present day are rather prone to cheerfully contemplate the negotiation of a loan without looking far enough ahead to see a sunshine of smiles when the time comes for settlement.

The banks have closed down about as tight as the proverbial clam, restricting their outlays with the utmost care. Farming communities, therefore, have found it impossible to obtain money through the medium of the banks, while, in other years, when the farmer had realized on his crop there would be a considerable proportion of his monetary compensation to turn over to the bank on account of financial assistance received. This fall should see a very great diminution in such outlays, since borrowing having been an impossibility the factor of repayment is eliminated, except such loans as have been outstanding for a very considerable period.

This should mean that the farmer and others will have in their hands a greater amount of cash than would have been the case in years when borrowing was more easily effected than has been possible during spring and summer. This money will be directed into other channels as soon as the grain is marketed this fall, and among others the long-suffering legions of implement dealers should find a reward for their patience; while business generally should assume a more cheerful aspect than we have had to contemplate for some considerable time.

His Life

He worked all day
And he worried all night;
He shattered his nerves
And he ruined his sight;
He scolded his children
And he railed at his wife;
He lost all his friends
And bartered his life.
For a pile in the bank,
And a swell block of bricks—
* * * * *
And he now makes his home
In a house two by six.

Personal

A new implement dealer at Mozart is A. C. Anderson.

J. W. Lemay has opened up an implement business in the town of Forget.

The Motor Car Supply Co., Calgary, recently increased its capital stock to \$50,000.

A new tire filler concern recently incorporated at Winnipeg, is the Lastic-Air Sales Co.

The Canadian Oil Gas Generator Co. recently commenced operations in Regina.

W. J. Denny has given up the implement business which he formerly carried on at Harris.

Canadian Fairbanks-Morse Co. will erect a 7-storey warehouse and office building in Montreal, Que.

J. Hicks, Ninga, now has the local agency for the J. I. Case Co., for threshers and automobile lines.

The New Era Fire Treatment Co. is the name of a concern who recently commenced business in Regina and Winnipeg.

W. J. Edmiston has taken over the implement business at Whitewood, formerly carried on by A. Embury.

A new concern incorporated in the town of Carberry will do business under the title of the Independent Oil Co.

The Alberta Rubber and Supply Co., Calgary, recently amalgamated with the Motor Car Supply Co. of that city.

A new firm, handling farm machinery and implements in the town of Benson, do business under the heading of Honan Bros.

We regret to note that John Lett, a hardware and implement dealer in Success, has recently suffered a considerable loss by fire.

William Wordly has taken over the implement business at Chauvin, formerly carried on by two partners named Smith and Burton.

Saunders & Lamont, hardware and implement dealers at Colgate, recently sold their stock to a couple of implement men named Mundy and Fox.

It is reported that a west Canadian concern, the Medicine Hat Pump and Brass Mfg. Co., will erect a factory costing around \$50,000 in Medicine Hat.

Dean Bros. have evidently a considerable hold in their locality as regards its cognomen, since they have recently opened a retail implement business in Deanton.

Ewing and Braden are the names of two partners who have started a carriage and implement warehouse in Rosthern.

We regret to report that W. T. Johnston, implement dealer, Brock, has suffered heavily by fire, his stock being completely burned out.

The Hammond Stooker Co. will build a stooker factory in Redcliffe, Alta., for the manufacture of grain shockers. This factory will cost \$75,000.

W. B. Brinton, president of the Grand Detour Plow Company, Dixon, Ill., was an interested visitor at the Motor Contest during the fair at Winnipeg.

Z. K. Carson, sales manager for the John Deere Plow Co., Winnipeg, is at present spending a few

days at Port Arthur on business connected with his company.

R. A. Lister & Co., Winnipeg, agents for the Lister gasoline engine, Melotte cream separators, etc., contemplate the erection of an office and warehouse in Toronto.

The Emerson - Brantingham Company, of Rockford, Ill., on July 9, declared a regular quarterly dividend of $1\frac{3}{4}$ per cent upon the preferred stock, payable August 1st.

Ingol & Haynes, who used to carry on a carriage building business at Moose Jaw, have dissolved partnership. The firm now do business under the heading of Ingol & Bennett.

The firm of Isbister & Wilson, Rosetown, who do a large imple-

ment trade, has recently sustained a change in its management. In the future Thomas Isbister will carry on the business alone.

Upon the occasion of his retirement from the post of Winnipeg manager for the Rumely Products Co., W. J. Thorpe was met by the employees of that branch of the company, who presented him with a token of their esteem in the form of a handsome gold watch and chain.

H. G. Newcomer, president of the Eureka Mower Co., Utica, N.Y., was recently a visitor to Winnipeg on passing westwards on a business tour to the coast, via Calgary. This is the first time that Mr. Newcomer has gone further west in Canada than this city.

The Aspinwall Manufacturing Company of Jackson, Michigan, and Guelph, Ontario, have found it necessary, owing to greatly increased business in Canada, to enlarge their Canadian factory in order to meet the growing demand for Aspinwall potato machinery.

The John Deere Wagon Co., Moline, Ill., has increased its capital stock from \$500,000, divided into 5,000 shares at \$100 each, to \$1,000,000, divided into 10,000 shares of the same value. The increase was decided upon at a recent meeting of the stockholders.

H. W. Hutchinson, managing director and vice-president of the John Deere Plow Company, is at present on a vacation in eastern Canada. During this brief cessation from business, Mr. Hutchinson will meet his wife at Quebec, on her return from an extended tour in Europe.

Fire destroyed the warehouse of the Cockshutt Plow Co., at Success, Sask., with a loss of \$60,000. The fire was caused by one of the employees dropping a spark from a lighted cigarette on a can of gasoline, which quickly exploded, the fire spreading with such swiftness that it was beyond saving by the time the fire department responded.

C. W. Hart, president of the Hart-Parr Co., Charles City, Iowa, was a visitor to Winnipeg during the tractor contests. Mr. Hart proceeded westwards, visiting Portage la Prairie, Saskatoon, Regina and Lethbridge; then proceeding southwards to Grand Forks, N.D., and Aberdeen, S.D., and from these points home to Charles City.

Our old friend John Glennie, of the firm of Glennie & Rodgers, Macdonald, paid us a visit recent-

ly. John reports crop conditions on the famous Portage Plains as being excellent in summer-fallow and fair on spring and fall plowing. Collections, he says, are an unknown quantity, although business now shows a slight improvement.

The Industrial Workers of the World (otherwise known as the "I Won't Works") recently attempted to tie up the factory of the Avery Co. at Peoria, Ill. The total number of employees who obeyed the organizer's whistle and walked out was 65. This organization declares itself opposed to the wage system entirely and plans to seize the industries of the country.

We regret to report an accident resulting in the death of B. S. Eddy, until recently connected with the M. Rumely Co., La Porte, Ind. While in his automobile on Saturday, 2nd August, Mr. Eddy descended to crank the engine while the clutch was still engaged. The car plunged forward and pinned him against a street car, injuring him so severely that he died shortly afterwards.

Harry Whelham, at one time agent for the Massey-Harris Co. at Veregin, was shot and killed by Jas. Z. Walters in that town on July 30th. Sir Donald Mann lent his special train so that the deceased could be taken to Winnipeg to the hospital, but the unfortunate man expired just as the train reached the city. The fatal quarrel between the men was the result of differences regarding political and local affairs.

We regret to record the demise of an old time implement man, who was well known in trade circles, William Forsythe, of Portage la Prairie, who passed away recently at Los Angeles, Cal. Mr. Forsythe represented the Massey Harris Co. for many years at Emerson, Portage la Prairie, and latterly at Regina. A handsome floral token from the Regina branch evidenced their respect for the deceased.

Paul Arbeuz, formerly with the Dain Manufacturing Company, of Ottumwa, Ia., and since the purchase of the Dain business by Deere & Co., manager of the Dain plant at Welland, Ont., as well as the John Deere Plow Co., Toronto, will in the future devote his entire time to the growing business of the latter concern. M. E. Forbes, formerly at the Moline factories, will be acting manager at Welland, for Deere & Co.

T. N. Bjorndahl, Watrous, the inventor, is manufacturing a

The STA-RITE Gasoline Engine Has Eleven Exclusive Features

—features which make it far and away the most reliable, the simplest in construction, the most economical both in repairs and fuel consumption, the most durable gasoline engine ever produced.

The *Sta-Rite* will give your customers better service, more power and greater all 'round satisfaction. The beauty of it is you can easily demonstrate all these claims with the engine itself and with its records of service in the hands of thousands of owners. There's our improved slow speed, low tension rotary type magneto, which gives absolutely reliable ignition. Then it has a simple device which does away with the carburetor—and all its troubles, yet gives perfect carburetion.

With these and the other nine strong features you have an almost irresistible array of selling points.

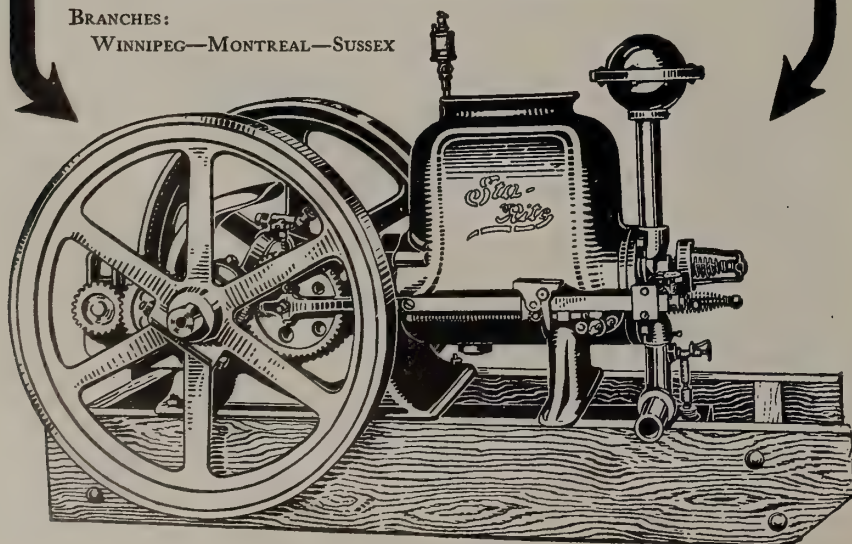
Our Selling Plan Builds Business for You

We help you get prospects and then help you to close them. We furnish you with strong, attractive ads to run in your local newspapers, beautiful hangers for your store. The inquiries that we get from our advertising in your town we turn over to you and then follow them up with strong personal letters full of selling talk, urging them to call at your store.

Our whole selling plan has for its foundation the store demonstration. Wouldn't you like to know more about it? Write for our proposition.

EMPIRE CREAM SEPARATOR COMPANY
109 King Street TORONTO, ONT., CANADA

BRANCHES:
WINNIPEG—MONTREAL—SUSSEX



labor-saving device that should appeal to farmers and threshermen. It is a rack on the principle of the one now in use for threshing purposes, but can be automatically dumped by the driver at any point at the machine where the sheaves are required for feeding. It is claimed that a saving of half the number of men and teams now required in threshing operations will be made.

We had the pleasure of spending a delightful hour the other day, when our old friend J. J. Bugee paid us a visit. Mr. Bugee was for many years manager at Winnipeg for the Canadian Moline Plow Co., but is now in charge of the foreign and jobbing sales department of the Rock Island Plow Co., at Rock Island, Ill. He stayed over in Winnipeg for a day or two, along with his wife, during which they paid visits to many old friends before proceeding westwards to the coast. Mr. Bugee is on a business trip for his company.

C. R. Burt, of Rockford, Ill., has recently been appointed manager of the factories of the Russell Motor Car Co., Toronto, succeeding Mr. MacDonald, who recently resigned from the position. Mr. Burt has had a wide and varied machine shop experience, having been for nine years with Brown & Sharpe, the celebrated machine tool manufacturers, of Providence, R.I. With them he held several positions of responsibility, also investigating European methods of manufacturing on their behalf. For the past eight years he has been general superintendent of the Barber-Coleman Co., manufacturers of textile machinery, automobile parts, etc. He thus brings to the Russell Motor Co. a special knowledge of machine shop methods which should be of the greatest value to that well known automobile company.

Machine Men at the Motor Contests

A fairly representative body of farm machinery men from the various large concerns were present during the agricultural motor contests at Winnipeg. We noted the following among those attending:

International Harvester Company: J. F. Jones, Chicago, Canadian sales manager.

E. F. Bolte, Chicago, special wagon and plow expert.

Arthur Johnston, Chicago, connected with the experimental department.

John Deere Plow Company:

John Kiel, Moline, Ill., of the plow department of the Moline factories.

C. R. Herdner, Moline, plow field expert.

G. N. Peek, general sales manager and vice-president of Deere and Co., Moline, Ill.

C. G. Wuthrich, manager for the John Deere Plow Co. at Calgary.

N. O. Berve, manager for the John Deere Plow Co. at Saskatoon.

W. C. Sphar, Moline, harvester expert from the experimental department Deere and Co.

Cockshutt Plow Co: G. K. Wedlake, chief designer for the Brantford factories of the company.

Canadian Avery Co: J. B. Bartholomew, president for the company at Peoria, Ill.

W. J. Brandon, Peoria, head of the engineering department of the company.

Mr. Seaberg, Peoria, of the mechanical department of the company, field sales manager for the company.

J. I. Case T. M. Co: F. Lee Norton, secretary; W. W. Ramsey, general sales manager of the company; E. J. Gittens, sales manager for the Northwest; W. T. MacGregor, chief of the experimental department; D. P. Davies, head of the gasoline en-

gine department; John Pugh, assistant in the gasoline engine department; M. C. Meigs, advertising manager for the company.

Minneapolis Steel and Machinery Co: C. H. Stinson, Minneapolis, sales manager for the company.

Rumely Products Co: W. H. C. Higgins, La Porte, Ind.; E. T. Adams, chief engineer of the company; J. A. Scobi, expert from the experimental department.

Sawyer-Massey Company, J. P. McEwing, Hamilton, designer of the Sawyer-Massey tractor; F. B. Christie, works manager at Hamilton; M. J. Allan, chief of the experimental department with charge of motor testing; John Turnbull, manager for the company at Regina.

A New Fanning Mill.

A new fanning mill, the "Queen of the West," is being manufactured by R. H. Shoup, Brandon, and attracted considerable attention at the fair in that city. The "Queen of the West" was invented by W. Atwell, for many years with the M. Campbell Co., at the time when the principal output of their factory was the Chatham fanning mill. With his long experience and concise knowledge of what a fanning mill should do, we would expect that before Mr.

Atwell placed his invention upon the market he was thoroughly satisfied regarding its capacity and its efficacy in operation. In appearance the mill is strongly designed and seems easy in driving. It has a large sieve space, the screen being of greater dimensions than those usually associated with fanning mills. It is claimed that it handles all kinds of grain, flax or grass seeds with excellent results, and it should prove to be a worthy adjunct to the fanning mill family and a credit to its inventor.

A New Fifth Wheel

Application has been made in the U.S. for a patent on a new type of fifth wheel, which is said to have considerable vogue in Europe. The inventor is a Frenchman. In brief, the fifth wheel is in the form of two segment members in light, and two complete ring members in heavy vehicles, sliding one on the other, the lower member being grooved or slotted in such a way as to allow a corresponding T-shaped flange on the upper member to turn within the groove. The secure holding of the two members together does away with the use of the kingbolt entirely. It is easily adjusted in position at an angle of 180 degrees, but not otherwise.

The Ackland Special Flax-Tight Grain Tank

An Absolutely Flax-Tight Grain Tank of Exceptionally Strong Construction and Pleasing Appearance



SPECIAL FEATURES

The Flax-Tight Grain Tank is made from well seasoned kiln dried fir lumber, matched, tongued and grooved.

The joints at the intersection of the upright sections and the flare at the sides are beveled and the union formed with tongue and groove.

Inserted between the sides and floor, on either side of the tank, is a bar of 1 x 5/8-inch angle iron running full length, and securely fastened to the floor. The sides rest firmly upon this angle iron base.

These three features insure an absolutely flax-tight tank.

SIDE REINFORCEMENT

Five cleats, bent to shape from one solid piece of 1 1/4 x 2 1/4 inch material form the basis of the side reinforcement. Supplementing these cleats are braces of 1-inch gas pipe or 1 1/4 x 1 1/4 x 3-16 inch angle iron, securely bolted through the cleat and top board, the cleat and flare board with carriage bolts and at the bottom through the cleat, the floor boards and the floor sill with 1/2-inch angle bolts.

The center—the point of greatest strain—is reinforced with an adjustable brace of 3/4-inch round steel. This brace has a 5-inch thread upon which is two nuts—one on top of the center sill and the other below. The loosening of the lower nut and the tightening of the top one provides an adjustment sufficient to meet the most exacting conditions. Additional reinforcement is secured at the center by the use of a 1 1/4 x 5-16 inch steel brace between the tank and the 3/4-inch center brace.

For binding the sides together 7-16 inch box rods are used at top and bottom at each end with a similar rod running through the center.

FLOOR REINFORCEMENT

The floor reinforcement consists of five hardwood sills, 1 3/4 x 3 3/4 inches, fastened to the sides as indicated above with 1/2-inch angle bolts.

The floor is constructed of 1 1/2-inch kiln dried stock, surfaced, tongued and grooved. Seven boards are used to form the floor.

END GATES

The end gates are of entirely new design and have four cleats of 1 1/2 x 1 3/4 inch material running from top to bottom. These are fastened to the sills and floor in the same manner as the sides.

PAINTING

The Flax-Tight Grain Tanks are painted with two coats of green paint with red striping, and finished with a good agricultural varnish. The inside is given a coat of good preserving paint, and the bottom a coat of fast black or brown. Made in three sizes. Capacity 100, 125 and 150 bushels.

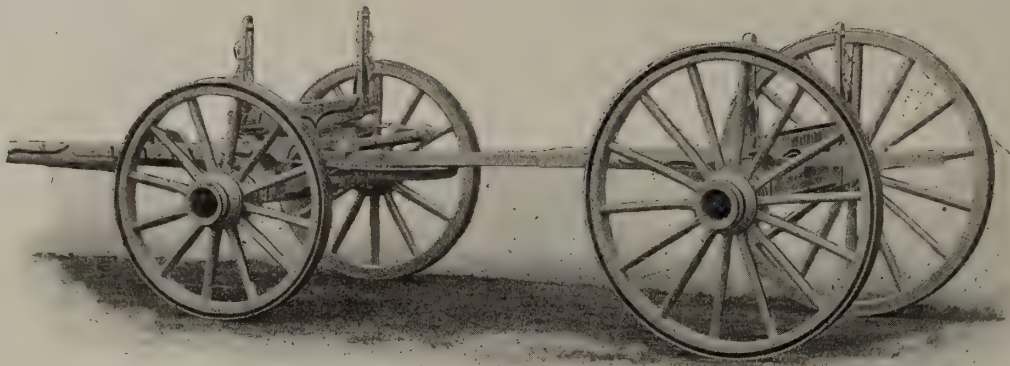
PRICES ON APPLICATION

D. ACKLAND & SON, LTD.

Winnipeg, Man.

Complete Line of Farm Trucks

Useful and Convenient



Standard Truck

A low wheel truck is one of the most convenient articles of farm equipment, something that can be used for a great many odd jobs, thus saving the regular farm wagon.

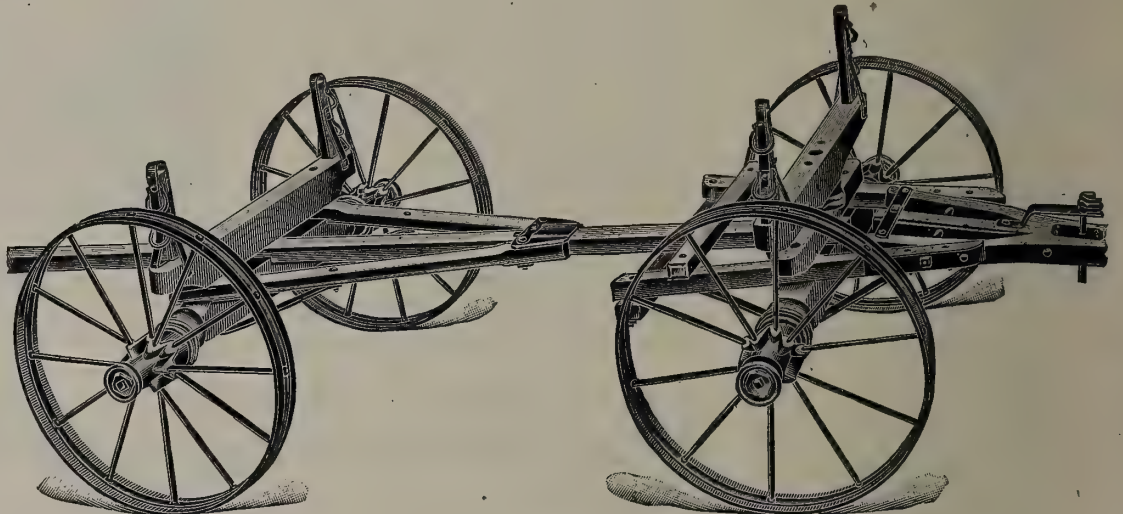
Standard Wood Wheel Trucks

Here is a truck made from high grade material, which will give the user excellent satisfaction. It is well built, nicely finished, and can be furnished at a medium price.

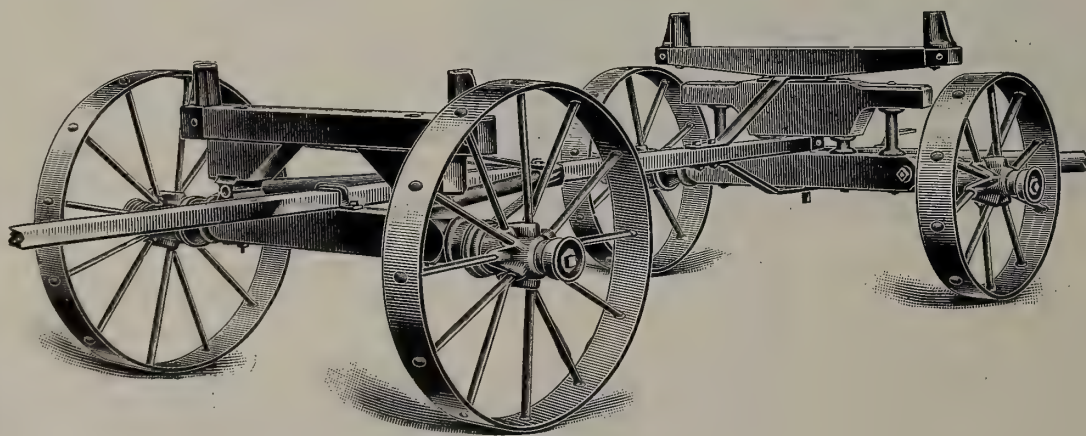
No. 27 Metal Wheel Farm Truck

We carry a large line of Metal Wheel Trucks various styles and prices.

The No. 27 is made after the regular farm wagon pattern. Front gear equipped with hounds; mortised bolster stakes ironed and ringed; regular wagon bolster plate; wheels 28 and 34 inches high with staggered spokes.



No. 27



No. 15

No. 15 Harvest King

This truck is a good seller. For harvest work it is convenient and a great labor saver. Wheels are 28 x 34 inches, 5 inch tire.

The front wheels turn under the rack or bed, making it possible to turn short around.

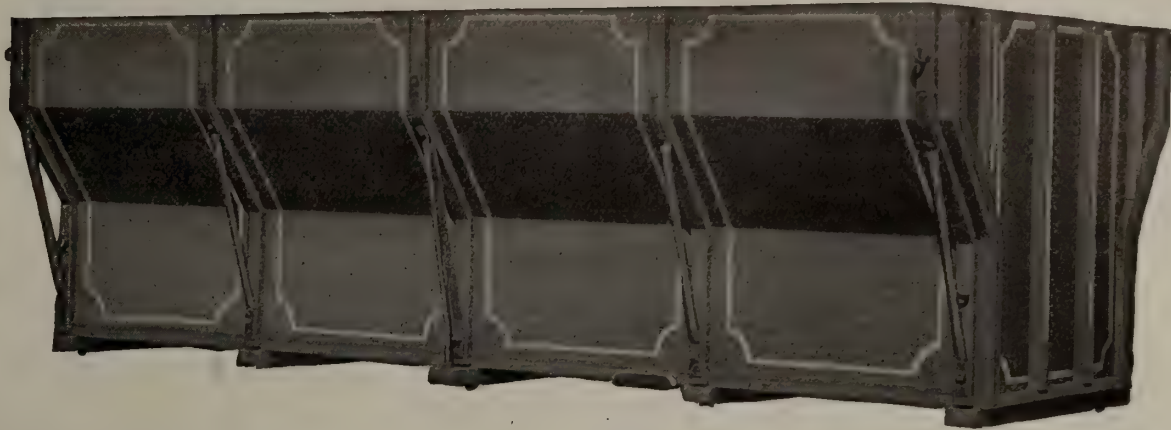
Write us early about our line of Trucks. We have the largest and most complete line. Everything that your customer requires

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton

GRAIN TANKS

You Don't
have to be
Afraid to
Guarantee it



You Don't
have to be
Afraid to
Guarantee it

Harvest time will soon be here.

Farmers will require Grain Tanks.

We have got a special line.

Absolutely grain tight. No grain lost.

Exceptionally strong construction.

Reinforced--Will stand all possible strain

Neatly made--Well finished.

Will satisfy your customers.

Marseilles Tubular Steel Portable Grain Elevator

Handles all kinds of small grain satisfactorily

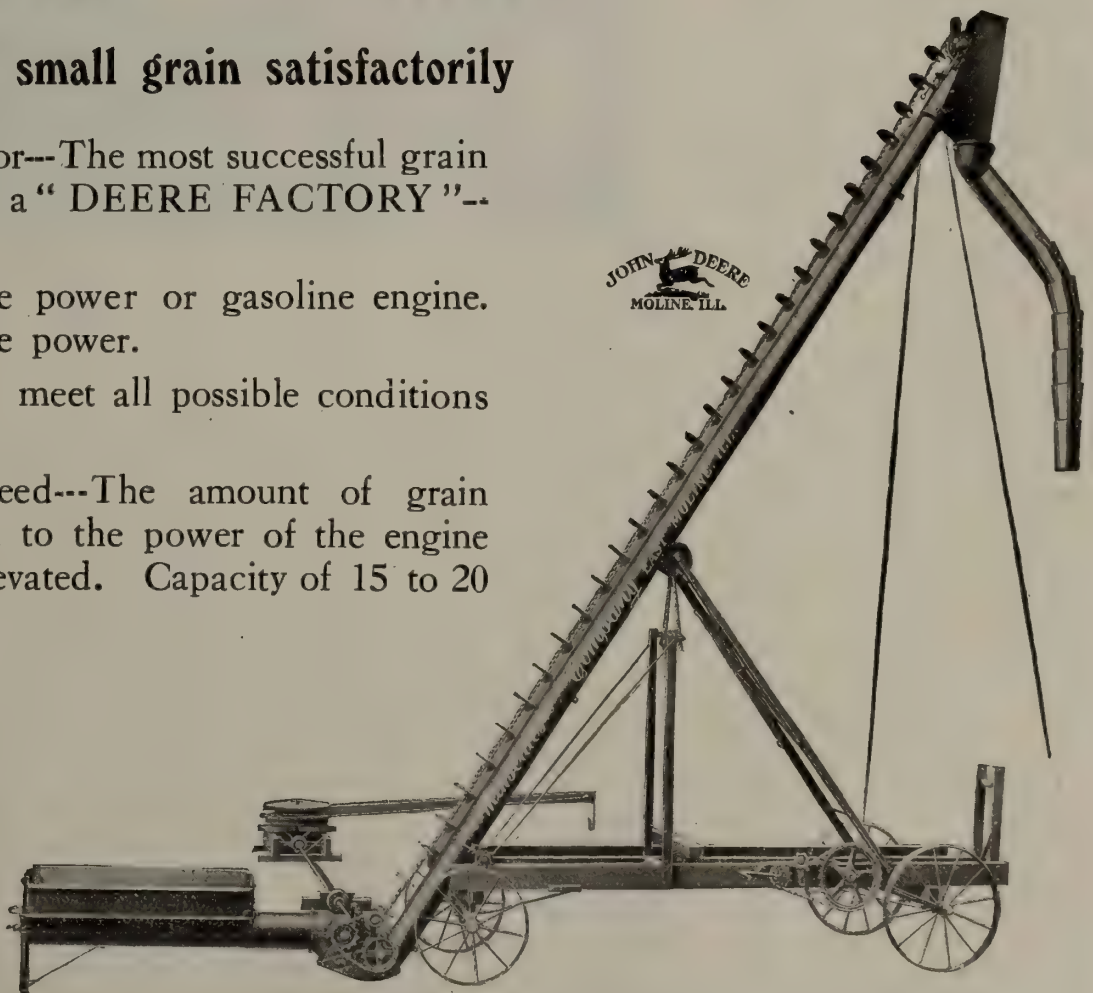
The only Tubular Steel Elevator--The most successful grain elevator on the market--Built in a "DEERE FACTORY"--The best guarantee of quality.

It can be operated by horse power or gasoline engine. Furnished with or without horse power.

Every adjustment necessary to meet all possible conditions under which it may be used.

Equipped with adjustable feed--The amount of grain elevated can be made to conform to the power of the engine and whatever quantity desired elevated. Capacity of 15 to 20 bushels per minute.

Grain Elevators are necessary to handle grain economically. In every way the Marseilles is the best elevator built. The dealer that handles the best elevator will get the best trade. Write us early.



Horse Power Outfit

John Deere Plow Co., Limited

Winnipeg

Regina

Saskatoon

Calgary

Lethbridge

Edmonton

The Dominion Exhibition at Brandon

Favorable Weather Conditions. All Records Broken

The gods who control the elements were certainly either asleep, or, as the ancient Greek historians say, "gone on a journey," between July 15th and 25th, for during that time the weather conditions could have scarcely been improved upon for the benefit of the great annual fair at the Wheat City. The attendances were all that could be desired, and on Travellers Day, July 21st, the crowds were enormous. The gigantic grand stand was crammed to its uttermost limits, and the space surrounding the vaudeville platform was crowded by holiday makers bent upon enjoyment. Catching one of Brandon's newly started street cars—an addition that reflects credit to the city—the first thing that strikes one on approaching the fair grounds is that they have been considerably extended since last year. The race track has been moved farther north while flanking its southern side stands what we must acknowledge is the best grand stand in Western Canada at the present time. Of large dimensions and built of steel frame construction and brick, it is an artistic structure that will be hard to beat. Novelty and amusement are mental stimulants to the ubiquitous Indian, and a city of tents had sprung up to the south of the Fair grounds, while impassive braves, followed by squaws and papooses, wandered through the grounds gazing with interest on the side-shows and the means whereby the subtle showman pursues the pockets of the public. One thing we would like to say, and that is that it seems reprehensible on the part of the Directors to allow various "get-rich-quick" and gambling devices upon the ground. They—like ourselves—must surely be aware of the fact that nearly every device or game operated on Brandon Fair Grounds were, we believe, so loaded, faked or arranged that it was utterly impossible for the novice to win. Such practices constitute downright robbery, and are not gambling as we understand the word, since the element of chance has been eliminated.

In the live stock section of the exhibition all previous records were broken, the number of beef cattle put forward being three times that of any previous year.

The exhibits of horses were unsurpassed for quality, experts saying that they believe this section contained a grade of animals rarely equalled at any show held on the continent. There were over 700 head of horses shown and more than 500 cattle, while nearly 400 hogs raised their unmelodious voices to add to the babel of the live stock sections.

The farm implement and machinery exhibit was greater and better than of any previous year, and this portion of the grounds was a centre of attraction for the many sons of the soil who visited the fair. We produce herewith a list of all the concerns who showed machinery upon the grounds, giving in detail the features of each exhibit. Too much praise cannot be given to the



The Machinery Exhibit at Brandon Fair, July, 1913.

Directors of the Dominion Exhibition, and to W. I. Smale, the capable manager. It says much for a body of men that they work whole-heartedly, late and early, to make a success of their exhibition, a proceeding that takes their time away from their own business interests, yet the supreme success of the Fair must in a large measure be a reward to them for their enthusiasm and their efforts on behalf of their exhibition and the progress of their city. May men of such a type continue to flourish in Western Canada, for to them is due much of the remarkable development of our prairie provinces.

The vaudeville attractions at Brandon Exhibition were excellent throughout—a factor that goes greatly towards the success or otherwise of an exhibition in the centre of a wide farming district. With its increased size and the addition of new buildings and grand stand it seems certain that Brandon Fair will continue to be a yearly event that will attract interest over all the vast territory of our Canadian West.

Tractors, Threshing Machines, Engines, Etc.

The Burrige Cooper Co., Winnipeg, had on exhibit a Taggart Grain Elevator, a 15-30 h.p. Waterloo Boy caterpillar tractor and a Waterloo Boy wheel tractor, also 15-30 h.p. tractor. They also showed a Diamond Junior tractor 20-36 h.p. driving a Geiser sieveless separator 33 x 50 in size, and a 1½ h.p. horizontal Waterloo Boy engine driving a Duston Washing Machine. A 2½ h.p. and a 4 h.p. horizontal engines of the same type were also shown, also two Superior Duplex grinders.

The Hackney Manufacturing Co., of Minneapolis and Winnipeg showed one of their auto plows operating a 28 x 46 Challenge separator, also a 30 h.p. auto plow equipped with discs.

The Canadian Holt Co., Calgary, showed two of their 4-cylinder 30-60 h.p. caterpillar type tractors.

The Robt. Bell Engine and Thresher Co., Seaforth, Ont., had on view a 22 h.p. simple steam engine driving a 28 x 46 Imperial separator, and a 30 h.p. simple rearmount engine driving a 36 x 60 separator of the same make.

The Hart-Parr Co., of Charles City, Iowa, and Portage la Prairie, had a 27 h.p. kerosene tractor driving a 28 x 46 Geo. White separator, a 40 h.p. tractor driving a 30 x 50 separator, and a 60 h.p. kerosene tractor running without load.

The Tudhope, Anderson Co., Canadian agents for the Emerson-Brantingham Co., showed a 20 h.p. simple steam engine driving a 36 x 60 Reeves separator with full attachments, while a Big Four 30 h.p. tractor was also on exhibition. Special interest was taken of a new type of Big Four engine—a 20-40 h.p., this being the first time that it has been on exhibit in the West.

Two 7 h.p., two 5 h.p. and three 1½ h.p. engines of the Emerson horizontal type were shown, also a Jumbo Junior 1½ h.p. engine.

The Currie Manufacturing Co., Lauder, showed an automatic grain pickler which they claim will treat 100 bushels per hour.

The Canadian Stover Co., Brandon, had a very large exhibit consisting of 1, 2½, 4, 6 and 8 h.p. hopper-cooled horizontal gasoline engines, a 6 h.p. screen-cooled horizontal gasoline engine, also a 4 and a 6 h.p. screen-cooled engines of the vertical type. They also showed a 22 h.p. portable threshing engine and a line of washing machines, storage batteries, farm dynamos and general engine accessories. A 12-inch feed chopper completed their exhibit.

The Brandon General Agency of the International Harvester Co., showed a 45 h.p. Titan tractor operating a 36 x 60 Goodison separator, and a 30 h.p. Titan attached to a 32 x 50 Buffalo-Pitts separator. A 15-30 h.p. Mogul tractor was operating a 37 x 46 Aultman-Taylor separator, while another separator by the same company—a 36 x 56—was driven by a 45 h.p. Mogul. A 20-25 h.p. portable gasoline-kerosene engine was on view, also a large sawing outfit. All the tractors were equipped with self-starting devices—a comparatively recent improvement. An 8-furrow Oliver plow, and an Oliver engine gang plow were shown, also a 3-furrow and 8-furrow P. and O. engine gang plows. Buffalo-Pitts and Aultman-Taylor water and oil tanks were also on view. In the implement building this company had a most artistic display in a tastefully decorated booth. A line of Chatham and Petrolea wagons were shown, P. and O. sulky plows, I.H.C. stiff tooth duck foot cultivators, with steel wheels and frames; Deering and McCormick, corn planters and harvesters, disc plows, skidded engines, Bluebell cream separators, and various other products of the company.

J. I. Case T.M. Co., of Winnipeg, and Racine, Wis., showed an 80 h.p. simple steam engine, operating a 36 x 58 separator. A 60 h.p. steam engine was attached to a 30 x 54 separator, while a 50 h.p. drove a 28 x 50 separator; and a 40 h.p. engine drove a 28 x 46 separator. Three gasoline

tractors were on exhibit, 30-60, 20-40, and 15-25 being their horse-powers. A four-bottom Case-Sattley self-lift gang plow completed the exhibit.

The Minneapolis Threshing Machine Co., Winnipeg, showed a 25 h.p. gas tractor attached to a 36 x 56 separator, also a Universal gas tractor, 20 h.p., driving a 28 x 46 separator. Both tractors were equipped with special carburetors, while a 6-furrow Minneapolis engine plow was also shown.

Goold, Shapley and Muir Co., Winnipeg, showed a 22-38 Ideal tractor operating a 29 x 44 Daisy separator by Sawyer Massey Co., also a 35 h.p. portable Ideal engine and a 16 h.p. portable. A 12 h.p. portable Ideal engine drove an Eclipse separator, 30 x 36 in size. A 6 h.p. horizontal gasoline engine operated a sawing outfit, a 3½ h.p. a chopper, and a 2½ h.p. a very compact pumping attachment. A small 1½ h.p. engine operated a pump and a Melotte cream separator at the same time. An 8-foot double gear Ideal Windmill and a 10-inch Maple Leaf Grinder completed the display made by this company.

Geo. White and Sons, London, Ont., and Brandon, exhibited a 30 h.p. simple steam engine, driving a 40 x 66 White separator, while a 25 h.p. steam threshing engine operated a 36 x 60 separator. A 3 h.p. Stover engine demonstrated a skeleton separator, and a 20 h.p. steam engine operated a 30 x 52 White and Sons separator with full attachments.

Marshall, Sons and Co. (Canada), of Saskatoon, had on the ground one of their Prairie Dreadnought gasoline tractors, which delivered 32 h.p. at the drawbar and 65 h.p. on the brake. The massive design and the ease wherewith this tractor was operated, attracted considerable attention. Our old friend, H. E. Lambe, Canadian manager, was in charge of the exhibit.

Nichols and Shepard Co., Battle Creek, Mich. and Winnipeg, showed a 25 h.p. simple steam engine, and a 36 x 56 separator in operation, while a 22 h.p. gasoline kerosene engine was attached to another 36 x 56 Red River special separator. A 36-56 steam engine, and a line of wood water tanks completed their exhibit.

The Waterloo Manufacturing Co., Portage la Prairie, exhibited a 27 h.p. simple steam engine operating a 40 x 62 Manitoba champion separator, also a 25 h.p. simple steam engine attached to a 36 x 56 Waterloo champion se-

parator, with full attachments. Three Waterloo champion separators, 28 x 42 in size, completed this exhibit.

Rumely Products Co., Winnipeg and Brandon, had on exhibition a 15-30 h.p. gas pull engine, driving a 28 x 44 Advance separator, and two 15-30 h.p. OilPull engines were operating 30 x 48 Canadian Advance separators. A 15-30 OilPull was hitched to a 6-furrow Rumely engine gang plow, while 5 and 6-bottom engine gang plows and a Rumely heavy Hercules scrub breaker were also in evidence. A Hansmann special drill hitch was shown, along with 1½, 6 and 8 h.p. stationary gasoline engines and a 3 h.p. and a 5 h.p. kerosene stationary engines. A line of kerosene and gasoline tanks with water tank auxiliaries completed the exhibit of this concern.

Canadian Fairbanks-Morse Co., Winnipeg, showed a 15-30 h.p. kerosene tractor operating a 33 x 52 Farquhar separator and a 30-60 h.p. kerosene tractor running without load. A combination special threshing machine was operated by an 8 h.p. Fairbanks-Morse kerosene engine, while a 6 h.p. hopper-cooled horizontal engine was also on view. A 1,000 lb. and a 2,000 lb. Standard scale (pitless) completed this exhibit.

The British Agricultural Tractors Ltd., Saskatoon and Calgary, showed one of their 2-cylinder Universal gas tractors of 15-20 h.p. This machine is a light and compact tractor with great power for its size and of sound mechanical design. The Company also showed a well built 12-inch reversible plate grinder made by Turner, of Ipswich, England.

The MacDonald Thresher Company, of Stratford and Winnipeg, showed a 22 h.p. simple steam engine operating a 32 x 54 Decker separator with full attachments, also a 28 x 50 Decker separator driven by a portable 22 h.p. engine. An automatic grain pickler completed their exhibit.

The Huber Manufacturing Co., of Marion, Ohio, and Winnipeg, displayed a 25 h.p. steam engine operating a 36 x 60 Huber separator and two gasoline tractors of 30-60 h.p. A 36 x 60 and a 28 x 42 separators, undriven, were also shown.

McConnell Iron Works, Brandon, showed two special roller packer sections, steel plate furnaces, two Little Giant Trip Hammers, cast iron water tanks and a grain elevator.

The Sawyer-Massey Company, Winnipeg and Regina, for the

first time in their history, showed a full line of their product as used in Western Canada. A display of machined and finished parts, crankshaft, camshaft, transmission gears and gear boxes, cylinders, pistons, connecting rods, ball bearings, etc., showed the good workmanship embodied in the Sawyer-Massey products. All the engines that were at the Motor Contests, Winnipeg, were present—a 35 h.p. rear-mounted simple steam engine, a 27 h.p. rearmount compound engine, a 25 h.p. simple and the 25-45 h.p. gas tractor that won a gold medal in its class at the contests. A 27 h.p. rearmount simple steam engine, with 30-inch special wheels, operated a 32 x 56 Great West separator with all attachments, and a 32 h.p. simple rearmount engine drove a 32 x 50 Daisy separator, fully equipped. A 25-45 gas tractor operated a 29 x 50 Great West separator with a No. 1 feeder, while an 8 h.p. Ideal portable engine operated an Eclipse separator. A 17 h.p. portable single cylinder engine operated a 29 x 44 Daisy separator with all attachments, and a 25 h.p. rear-mount simple steam engine was driving a 36 x 60 Great West separator fully equipped. A 27 h.p. rearmount engine, compound type was engaged in demonstration purposes, while a full line of Sawyer-Massey road grading machinery and engine belting completed this comprehensive exhibit.

Henry Rustad, Winnipeg, showed a Meadows portable grain elevator and a Russell road elevating grader with horse or engine hitches. A Russell Simplex and a Russell Kid graders were also in evidence and a Frisno road scraper. Three road plows, a rooter plow, two road drags and a standard reversible grader completed this exhibit.

Ormsby & Co., Winnipeg, showed a line of their Acorn metallic roofing and sheeting, a barn in process of building and a garage of ornamental embossed metal siding. Window frames and samples of siding were also on view.

W. Allison, Meadowside, Man., showed one of his patent draft attachments for a binder.

W. M. English, Brandon, had a patent cylindrical wheat cleaner of uncommon design upon view.

Dodds & Detwiler, Winnipeg, showed their special weed destroying machines and a model of a patent harrow.

The Winnipeg Steel Granary Co., showed a model of the King road grading and levelling ma-

chine as manufactured by J. Adams & Co., Indianapolis, Ind.

The Loudon Hardware Specialty Co., Winnipeg, showed their steel stalls and mangers, litter and feed carriers, hay lifters, steel fencing and gates, etc.

The Cushman Motor Works, of Canada, Winnipeg, showed one of their 4 h.p. engines operating a Deering binder.

Stewart Sheaf Loader Company, Winnipeg, had one of their sheaf loaders in operation, being driven by a Cushman engine, while they also displayed another loader partially erected.

R. H. Shoup, Brandon, showed two of his Queen of the West grain cleaning machines, one with a capacity of 90-100 pounds per hour and one with a capacity of 60 pounds per hour.

Manitoba Engines, Ltd., Brandon, displayed a 1½ h.p. engine driving a pump and a 4 h.p. and 6 h.p. vertical Manitoba engine. A 10 h.p. Manitoba engine was on a truck frame, as was a 17 h.p. engine. Two portable engines—a 25 h.p. and a 30 h.p. were also in evidence, along with 8, 10 and 12-inch Manitoba grinders and pumps.

Gray-Campbell Co., Winnipeg and Moose Jaw, showed three of their Chatham fanning mills—a No. 1, 2 and 3, a top buggy and a cutter, and one of their complete kitchen cabinets. A 2-ton pitless scale and a 500 pound truck scale, along with a davenport, were also shown.

The Safe Lock Fence Co., Brandon, showed a line of their wire fencing, garden and field wire and steel frame gates, etc.

The Spooner Stoker Co., Carievale, Sask., displayed one of their patent stooking attachments, the inventor, Revd. W. P. Spooner being in attendance.

The Maytag Co., Winnipeg, had a 32-inch Ruth wood feeder, and a 36-inch steel feeder in operation—a 6 h.p. Stickney engine supplying power. A Maytag washing machine was operated by a 1 h.p. I. H. C. engine, while a Maytag dump rack was also on view.

The Baker Valve Co., Winnipeg, showed one of their special flue beading hammers.

Brandon Pump and Windmill Works, Brandon, had a full line of domestic and stock wooden pumps and a display of steel and iron pumps and double acting cylinders. A 1½ h.p. Flint & Walling engine operated a pump while steel troughs, etc., completed an interesting exhibit.

The Garden City Feeder Co.,

Regina, showed two of their feeders, both straight and wing types.

Pedlar People Limited, Winnipeg and Oshawa, showed one of their special galvanized steel granaries.

Beatty Bros., Winnipeg, displayed their steel stall and mangers, litter and hay carriers, iron horse stable fittings, stock pens with special safety locks, trucks, etc. The exhibit was in charge of our old friend, J. W. Thompson.

The Nelson Grain Saver Co., Winnipeg, showed one of their patent grain saving attachments attached to a McCormick binder.

The Canadian Oil Co., Brandon, showed a line of their gasoline and tins containing their various products.

The Imperial Oil Co., Brandon, showed samples of their lubricating oils, gasoline, kerosene, polarine, greases, etc., tastefully

displayed in a commodious tent. A special three compartment oil wagon was an interesting feature of this exhibit which was under the genial management of H. J. Smith, local manager.

Concrete Forms Co., Winnipeg, showed one of their unit knock-down portable galvanized steel granaries, also special galvanized steel forms for concrete molding.

We were wafted from modern machinery and vehicles to the past by being confronted by an old ox rack and wagon, and a box lifter, as used by the early settlers, and it must be a relief to those to see that the new order of things has replaced these old and obsolete aids to farming.

Dairy Supplies, Etc.

This class of goods was exhibited this year in commodious booths situated under the grand stand.

The Premier Cream Separator Co., Winnipeg, had six of their separators on view, varying in capacity from 350 to 1,000 pounds per hour.

R. A. Lister & Co., Winnipeg, showed 5 Melotte cream separators, varying in capacity from 350 to 1,000 pounds per hour, while they also showed one of their Lister-Bruston automatic electric lighting plants for farm installation.

The De Laval Dairy Supply Co., Winnipeg, displayed five of their separators varying in capacity from 250 to 900 pounds per hour. An electric motor coupled to a section of their separator in operation displaying the gearing and oil bath. A Waterloo butter worker and a Eureka swinging churn completed the exhibit.

The McLaughlin Carriage Co., Winnipeg, showed a 26 h.p. touring car complete, and two 30 h.p.

touring cars with electric starters, one having electric lighting. Their booth was tastefully decorated and attracted much attention.

The Brandon Fire Engine Co., Brandon, showed a horsedrawn tank fire engine with twin tanks, and also a hand power single tank chemical fire engine.

The Acetylene Construction Co., Brandon, had a tasteful display of their lighting specialties, their generating plant, cookers, irons, etc.

The Brandon Harness Co., displayed a 1913 model 32 Hupmobile car fully equipped.

The Municipal Construction Co., showed their wire wound wooden piping and special elbows for wooden piping.

Canada Cycle and Motor Co., Winnipeg, had a full display of their various types of cycles and accessories.

The First Annual Grain Cleaning Competition

Canadian Industrial Exhibition, July, 1913

The Grain Cleaning Competition, held during the Canadian Industrial Exhibition, attracted a great deal of attention on account of its general interest to the farming community, and the necessity of clean seed grain being of permanent importance to agriculturists. Three firms entered eight machines for the competition, which was divided into two sections, one for hand driven machines, the other for power driven. Each division was subdivided into sections or classes, these being A, B, C, D and E, for wheat, oats, barley, flax and general purpose cleaning. In Division 1, for hand power machines, in the wheat cleaning class, Gray-Campbell annexed first prize and Haug Bros. & Torrance second prize. In classes B, C and D, Gray-Campbell, with their No. 1 Chatham mill were first, being the only entrants in these classes. In class E, for general purpose cleaning, Haug Bros. & Torrance claimed premier position with the only entry, the Wonder machine, No. 2, getting 335½ points out of a possible of 500. In Division 2 of the competition, for power driven machines, the only individual entry for a specific class of cleaning was by Spenst, who entered a machine for wheat cleaning. In class E, for general purpose machines, Gray-Campbell Co., with their No. 2, Chatham Mill, handled wheat, oats, barley,

flax and timothy, getting first prize with an averaged total of 366 points out of a possible of 500.

In all classes except the general purpose power driven machines, a silver medal was first prize, in the class mentioned a gold medal was awarded.

The scoring for the competition was made under three headings, the total possible being 500

Hand Power Machines

Class A, Wheat.—Entry No. 1, a Wonder Fanning Mill, by Haug Bros. & Torrance. Points scored: Design and construction 106; capacity-power 120; efficiency 82. Total 308 winning second prize.

Entry No. 3, Chatham No. 1, Fanning Mill, by Gray-Campbell Co. Design and construction

Campbell, was the only entry, its score being: Design and construction 121; capacity-power 71; efficiency 95. Total 287.

Class D, Flax.—Entry No. 6, a Chatham Fanning Mill, by Gray-Campbell, was the only entry, scoring: Design and construction 121; Capacity-power 95; efficiency 123. Total 339.

Class E, General Purpose.—The sole entry in this class was a Wonder Fanning Mill, by Haug Bros. & Torrance, handling wheat, oats, barley, flax and timothy. The average score, taken from the totals awarded in cleaning each class of grain, was: Design and construction 105½; capacity-power 128; efficiency 102. Total 335½.

Division 2. Power Mills

Class A, Wheat.—The only entry in this class was that of G. Spenst, which amassed the following score: Design and construction 89; capacity-power 114; efficiency 88. Total 291.

In class B, C and D, for oats, barley and flax respectively, there were no entries.

Class E, General Purpose Mills.

—The only entry in this class was that of the Gray-Campbell Co., with a No. 2 Chatham Mill. This machine handled wheat, oats, barley, flax and timothy. Its average score, taken from the records made in each class treated, were as follows: Design and construction 128 points;

points, subdivided thus: Design and construction, 150 points; capacity-power, 175 points; efficiency, 175 points. The highest points awarded any competitor in a class of cleaning were 411, gained by Gray-Campbell Ltd., in power driven general purpose cleaners, using their No. 2 Chatham Mill on flax seed.

The scoring by the different entries was as follows:

121; capacity-power 152; efficiency 88; total 361 points, winning first prize.

Class B, Oats.—The only entry in this class was No. 4, a No. 1 Chatham Fanning Mill, by Gray-Campbell Co., scoring 121 for design and construction, 149 for capacity-power and 113 points for efficiency. Total 383.

Class C, Barley.—No. 5, a Chatham Fanning Mill, by Gray-



The Machines in operation at the Grain Cleaning Contest.

FIRST GRAIN CLEANER COMPETITION—JUDGES' SCORE SHEET

Canadian Industrial Exhibition, July, 1913

DIVISION 1—(Hand)																
Class	Entry No.	Manufacturer	Fanning Mill	Test No.	Design and Construction Total Possible, 150	Capacity Uncleaned Grain per Hr. 25	Capacity Cleaned Grain per Hr. 75	Capacity H. P. Hr. Uncleaned Grain 25	Capacity H. P. Hr. Cleaned Grain 50	Total 175	Impurities 75	Per cent. Waste Grain 50	Grading 50	Total 175	Grand Total 500	Rank
Class A—Wheat	1 3	Haug, Bros. & Torrance Gray, Campbell, Ltd.	Wonder Chatham No. 1	1 4	106 121	15 19	42 63	21 22	42 50	120 152	30 18	30 40	22 30	82 88	308 361	2 1
Class B—Oats	4	Gray, Campbell, Ltd.	Chatham No. 1	5	121	23	59	24	43	149	50	30	33	113	383	1
Class C—Barley	5	Gray, Campbell, Ltd.	Chatham No. 1	8	121	10	28	11	22	71	25	40	30	95	287	1
Class D—Flax	6	Gray, Campbell, Ltd.	Chatham No. 1	11	121	16	44	12	23	95	45	38	40	123	339	1
Class E—General Purpose	2	Haug, Bros. & Torrance	Wonder	1	106	16	41	20	35	112	45	33	30	108	326	
			Wheat	6	106	21	48	24	37	130	55	25	30	110	346	
			Barley	9	106	23	61	23	43	150	60	40	35	135	391	
			Flax	12	106	21	52	23	39	135	25	25	25	75	314	
			Timothy	15	104	19	49	21	39	128	43	31	28	102	335½	1
			Averaged Total		105½											
DIVISION 2—(Power)																
Class A—Wheat	8	G. Spent		3	89	20	67	8	19	114	20	45	23	88	291	1
Class B, C & D—No Entries																
Class E—General Purpose	7	Gray, Campbell, Ltd.	Chatham No. 2	2	128	15	39	24	45	123	65	25	28	118	369	
			Wheat	7	128	23	71	22	47	163	5	45	27	77	368	
			Oats	10	128	25	43	21	25	114	65	18	40	123	365	
			Barley	13	128	23	61	24	43	151	57	35	40	132	411	
			Flax	14	128	22	55	25	42	144	5	30	10	45	317	
			Timothy													
			Averaged Total		128	22	54	23	40	139	39	31	29	99	366	1

capacity-power 139 points; efficiency 99 points. Total 366.

CAPACITY OF ENTRIES

It is interesting to note the cleaning capacity in pounds per hour of the various entries, and we will give these in relation to the two divisions, hand and power. The duration of each test was ½ hour or 1 hour, the results, however, being given in the capacity per hour in pounds, in every case.

Division 1. Hand Driven
Wheat

Wonder Mill, 562 pounds per hour.

Chatham No. 1, 843.5 pounds per hour.

Oats

Chatham No. 1, 835.5 pounds per hour.

Wonder, 588 pounds per hour.

Barley

Chatham No. 1, 461 pounds per hour.

Wonder, 795 pounds per hour.

Flax

Chatham No. 1, 277 pounds per hour.

Wonder, 383 pounds per hour.

Timothy

Wonder, 415 pounds per hour.

Division 2, Power Driven

Wheat

Chatham No. 2, 939 pounds per hour.

Spent Mill, 1613 pounds per hour.

Oats

Chatham No. 2, 2868 pounds per hour.

Barley

Chatham, No. 2, 1444 pounds per hour.

Flax

Chatham No. 2, 648 pounds per hour.

Timothy

Chatham No. 2, 761 pounds per hour.

satisfactory. It is to be hoped that next year a larger list of entries will be seen, since there are many fanning mills who should come forward to show their various capacities in this interesting contest. The engineer-in-charge of the competition was C. F. Chase, while the judges



Judges Examining the Grain after Cleaning.

Fifteen tests in all were made on the eight mills entered. Inasmuch as practically only one mill was entered in each class for the fanning of the different seed tests, comparison would be very difficult. The results shown by both the firms who entered for the general purpose tests are very

were, I. W. Dickerson, secy. of the Society of Agricultural Engineers, John Bracken and F. H. Reed, of the Saskatchewan Agricultural College.

It doesn't much matter how we start this game of getting along in the world—the thing that counts is where we land.

Automobile Exhibits at
Winnipeg Fair

The automobile exhibit this year was scarcely as good as that of 1912, as, for some reason, Winnipeg dealers did not show the same interest as formerly. The following companies, however, produced exhibits of their various lines: Cutting Motor Sales Co., Toronto; Ranch & Lang Sales Co., Winnipeg and the Rambler Sales Co., Winnipeg. Geo. E. Duis Co., Winnipeg, showed a model of their "Michigan" car, while the R.C.H. Motor Sales Co., also showed their 1913 models. The White Motor Co., Winnipeg, Hogle Motor Co., Ltd., and the Cartercar Co., Winnipeg, completed the list of automobile concerns exhibiting.

The Accessory firms making an exhibit are John Millen & Son & Urquhart, Ltd., Triple Tread Manufacturing Co., The Good-year Tire & Rubber Co., Canadian Consolidated Rubber Co., J. H. M. Kennedy & Co., Ltd., P. C. Hagarty & Co., Dunlop Tire & Rubber Goods Co., Michael Ert., S. F. Bowser & Co., Excelsior Tire & Rubber Co., Accumulator Lighting Co., Scott Motor & Boat Co., British Engineering & Supply Co., and Brydges Engineering Co.

Building for the Future

Perhaps in no line of machinery manufacture is less heed taken of the ultimate lasting qualities of the machine, as is the case in the farm machinery business. Is it not likely that we sacrifice quality in the rush of supplying quantity, and that "good enough" is a motto too near our hearts. No mechanism in these days of competition can hope to hold its place as a sound seller unless it has a quality that will stand the test of time, and unless care and competent labor are used in its construction.

Usage and satisfaction are the great tests of any class of machinery, and unless every part of farm machine is tested and guaranteed it cannot be said to be perfect. In the modern factory

one of the most important points is the inspection corps for thoroughly testing the machining of every part in process from the crude forging to the finished part. But beyond them, again, lies a more concise and deeper form of inspection—the inspection of raw material. Chemists in the mechanical laboratories test steel, castings, brass, etc., for their qualities and purity, revealing the fact if the metal is otherwise than fit for use as a sample of a larger shipment from the same foundry or rolling mill. Such pains must be taken and they pay in the end in increased service to the owners of the machinery produced, whatever its value. We are too prone in the farm machinery world to eliminate the flaw in the forging

by a splash of lurid paint, and to make "near enough" a factor in measurements instead of dead correct. Although the majority of farm machines could scarcely come under the category of high-speed, in the sense used by the engineer, yet great improvements could be made by more judicious design from the standpoint of increased lasting qualities. A shaft that has to undergo friction to any great extent would last infinitely longer if it were case-hardened by the cyanide process with beneficial results from a longer service point of view. It is not necessary in manufacturing farm machinery to exact the same standard of accuracy as would be essential in the construction of an air drill or an aeroplane engine, yet in many points if accuracy were maintained useless strains would be avoided, and subsequent breakage and dissatisfaction on the part of the user of the machine. Farm machinery in many respects seems to stand where the steam engine used to stand in the machine shop. A patching and a paring policy, an adjustment this way or that until the lever or link motion works well enough to pass, filing the side of a hole to let another hole come in line, and all the countless "hit and miss methods" so well known to those of us who have worked in the "hit and miss" system of construction. Such methods have gone from modern engineering, and the engine is built on paper and then rapidly and with exactitude machined, assembled and constructed, every part being finished so as to eliminate the man as far as possible—for man labor is far from exact compared

with machine labor. It would seem that we would have to pay more attention to the design and quality of existing models in farm machinery rather than to pursue too far the problematical in designing. We must build for the future and use material of good quality machined, tested and erected with the care that will result in years of service—which, after all, is the only safe foundation upon which any business can be built.

Two Interesting Bulletins

We have recently received two interesting bulletins from the Manitoba Agricultural College, No. 9, on Repairing Farm Equipment and roads, and No. 10, on Plans for Farm Buildings. These booklets are by the professors and lecturers in Agricultural Engineering at the College, Profs. Smith, Milne and Gilmore, and they are most interesting for any farmer to possess. That on plans for farm buildings is profusely illustrated by drawings with dimensions for barns, silos, farm workshops and machine sheds, etc., while the other deals with the repair of harness, the care, jointing and lacing of belting and the construction of road drags. They are to be had by merely writing to the college and no farmer should miss the opportunity of acquiring these interesting bulletins. We would suggest that the implement dealer send for a copy and that he tries to induce his farmer friends to also send for them, since many of the facts supplied and the detail drawings are of the utmost value to all connected in any way with agricultural life.



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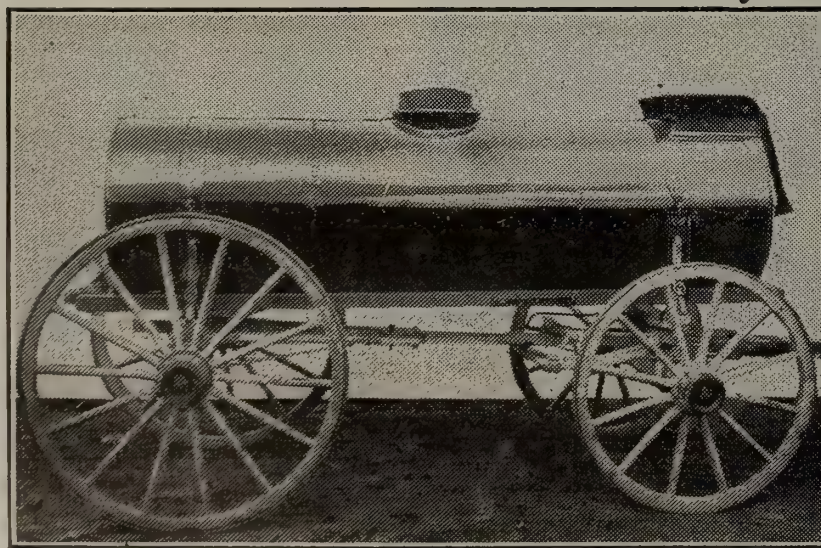
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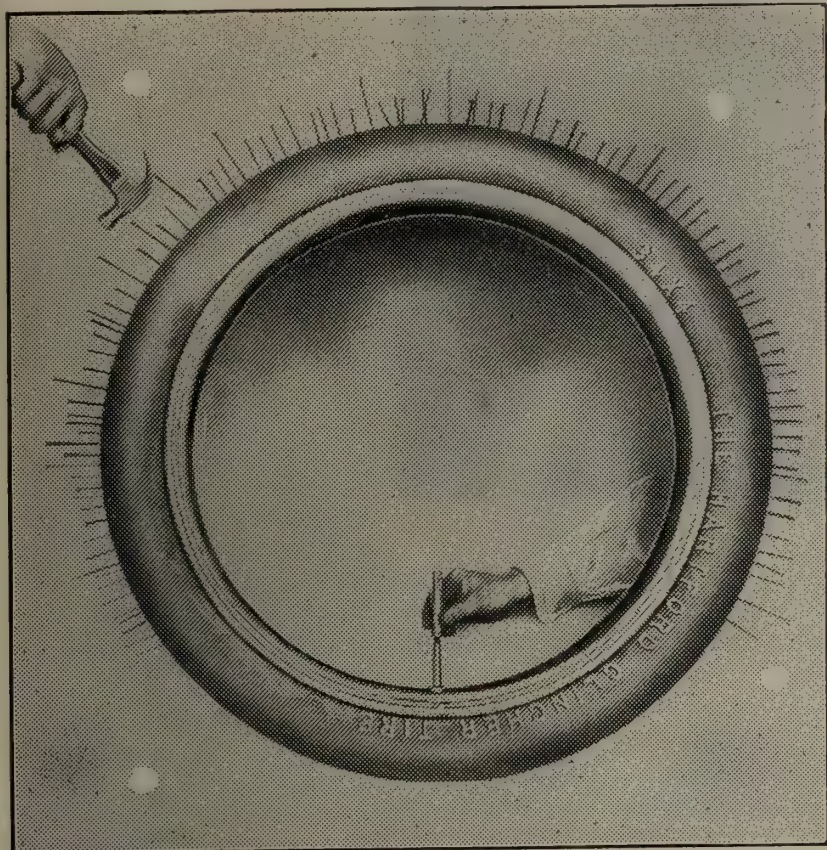
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Winnipeg



O.K. at Both Ends of the Belt

SUCCESSFUL threshing is the thresherman's aim and ambition. When everything has a habit of running smoothly and steadily at both power end and threshing end of the belt, when there are no delays and breakdowns, and the yield in total bushels puts his customer in good humor—then his way is easy and profits flow in.

The thresherman knows from experience what reputation means. Nothing is noised about so quickly as is information about the efficiency of an outfit. And a good reputation in the threshing business, once acquired, is a constant asset.

He knows the value of being right at the beginning—when he comes to buy a threshing outfit. Nothing tells

him more of what he may expect from an outfit than past records, standing, and reputation. He applies these final tests—and all other tests he can think of—and they lead him to

I H C Oil Tractors and Engines

And when he buys his outfit, the local agent, whose line is the I H C line, reaps a profit. Does that mean you?

I H C oil tractors give the most power and the best steady service, and they prove by far the most economical power in the long run. They are built to meet every need, in style, weight, and size.

For the other end of the belt, the threshers we sell are built to furnish the same satisfaction—to complete the successful outfit. They range widely in size and capacity, to meet all conditions.

It will take you but a moment to put a letter in the mail addressed to the nearest branch house. Post yourself on the matter. There is profit for you in selling I H C threshing outfits.

International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.,
Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

New Officials for Rumely Co.

An important step in the re-organization of the Executive Staff of M. Rumely Company is the election of M. R. D. Owings as Director and Vice-President in special charge of the Credit and Collection Departments of the business, which has just been announced.

Mr. Owings has had a long and varied experience in the implement business. Beginning with a preliminary training in the business of the Sandwich Manufacturing Company, he entered the employ of the Milwaukee Harvester Company, and was shortly thereafter appointed its Auditor. He then became Assistant General Manager, head of the Purchasing Department, Sales Manager, and in 1898 was made Secre-



M. R. D. Owings



J. M. Robinson

tary of the Company, which office he held at the time of the organization of the International Harvester Company.

During the re-organization period in the Harvester Company Mr. Owings took an important part in the organization of the International branch houses, establishing the Credit Bureau, re-organizing the office system at the various plants, and assisting

in much of the organization work at the Head Office of the Company. For the past eight years Mr. Owings has been in charge of the Advertising and Publicity Departments and Service Bureau of the International Harvester Company and has broadened the scope of this work until it has become recognized as a substantial factor in the development of agri-

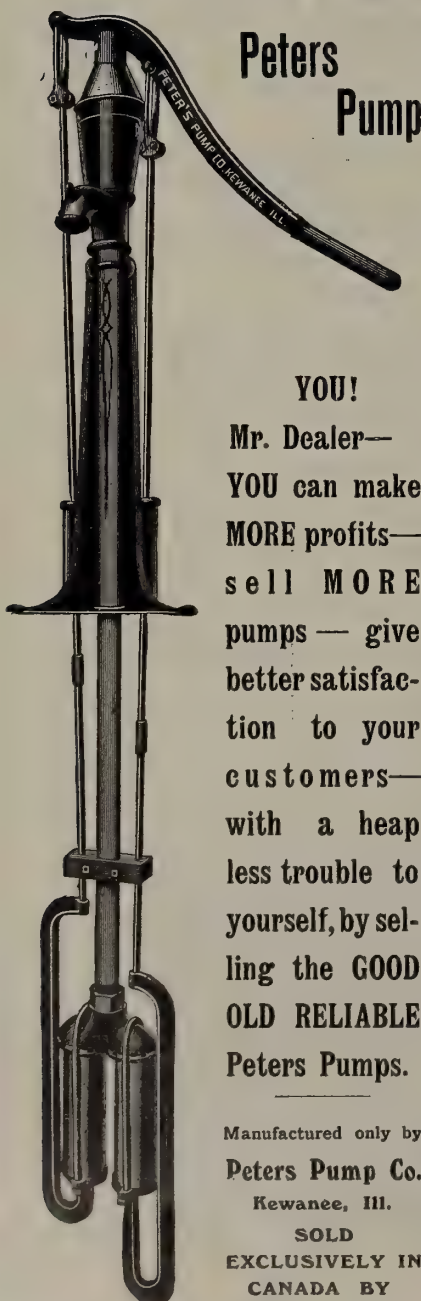
cultural education and betterment, both at home and abroad.

Mr. Owings was one of the first men in the implement business to recognize the fact that the making and selling of farm machines is more than a business enterprise, because of its vital connection with the food supply of the world, and has been largely instrumental in enlisting the great resources of the Harvester Company in the encouragement of improved methods in agriculture. In his new position as Vice-President of the Rumely Company, Mr. Owings will bring to his work an accumulated experience as an organizer on a large scale, as a trained advertiser, and as a credit and collection man of long and successful experience. His training in all departments of the implement business will be of especial benefit in his new field.

SALES MANAGER APPOINTED

J. M. Robinson, whose photograph we also reproduce has been District Sales Manager for the International Harvester Co., of America, at its General Offices in Chicago, practically since the organization of the Company, has accepted a position as Sales Manager of M. Rumely Company, La Porte, Ind., and begins his duties on or about September 1st. Mr. Robinson has had an exceptionally wide and successful experience in the implement business, beginning with a two years' apprenticeship in a machine shop in Canada, served prior to his graduation from school. His educational qualifications brought him first into the teaching field. This did not prove to his taste, and he shortly embarked in the harvester line in Canada, going

The Only Original



Peters Pump

YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfac-
tion to your
customers—
with a heap
less trouble to
yourself, by sel-
ling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg, Regina, Calgary, Saskatoon, Bran-
don, Swift Current, Yorkton, Lethbridge

No Batteries - No Cranking "Simplicity"

FARM ENGINES

Gasoline - Kerosene - Distillate

EASY TO DEMONSTRATE
EASY TO SELL

Your profits are not wasted away in time spent on instruction and repairs because "Simplicity" engines are

Reliable - Economical
Simple - Durable

Your customers want an engine that will give power on cheap fuel, an engine that will stand hard knocks: one that is **Always on the Job** ready for work. They want to see the "Simplicity" Built-in Magneto, the most practical improvement ever put on a farm engine.

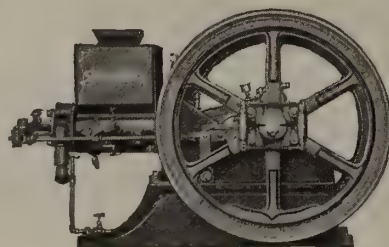
Full Line of Styles and Sizes
2 to 20 H.P.

Stationary - Skidded - Portable

Write today for particulars on our Advertising and Selling Plan.

TURNER MFG. CO.

Port Washington, Wis., U.S.A.



Jobbers for Central Canada

Wilkinson, Kompass & Hawkey
Limited
Hamilton WINNIPEG Toronto

90%

of all tire troubles are caused by punctures or slow leaks. In overcoming these worries to the life of the motorist, and in saving him money, the

New Era Tire Treatment

stands absolutely alone. This is a very simple process that can be applied by anyone in 15 minutes per tire treated.

It is not a Tire "Filler."

New Era Tire Treatment does not harden, freeze, or in any way damage the tire. Tubes may be vulcanized or patched without removing the treatment.

Real tire insurance at last!

Live Agents Wanted in all
Open Territory

Write for full particulars

NEW ERA TIRE TREATMENT CO.

182 Princess St.
WINNIPEG.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,
WINNIPEG, MANITOBA.

to Toledo, Ohio, in 1883, where he entered the service of the Toledo Mower and Reaper Works, working in their shops and as an expert in the field for four years.

He was then given charge of the shipping and other office work, until the Toledo concern was merged into the Davis Plating Binder Company, of Cleveland, where he was placed in charge of one of the most important departments in the factory. In 1891 Mr. Robinson took charge of the Sales Department of the Davis Company and in 1892 was appointed General Manager, which position he resigned in November, 1894 to accept the State General Agency of the Milwaukee Harvester Company, at Columbus, Ohio.

At Columbus, Mr. Robinson made a very exceptional record, establishing the Milwaukee line as a very strong factor in the Ohio trade, and his ability and success in that field led to his being appointed Sales Manager of the Milwaukee Harvester Company at the Home Office, April 1st, 1899, which position he occupied at the time of the formation of the International Harvester Company in 1902. His service with the Harvester Company has been continuous since that time, first as manager in charge of sales in the Eastern district, then in 1907 he took charge of the sales in the Central district, and in 1912 of the Southern District, so that his experience in the selling organization of the Harvester Company has been exceptionally wide and varied, bringing him into close personal touch with the field conditions in a very large territory.

Mr. Robinson has always been extremely popular with the sales organization of the Harvester Company on account of his thorough knowledge of the business, his indefatigable work and enthusiasm, and his loyalty to the men under him.

The Engine Gang Plow Competition

(See Data Table, Page 17.)

In the second engine gang plow competition, only two companies entered, the Avery Co. and the J. I. Case Co. The last named firm annexed premier honors. The plows were all 14-inch, each being operated by a single lever per bottom. The contest, as in 1912, was divided into two classes, (A) six bottoms or less (B) over six bottoms.

The first entry, No. 02 in class A, was by the Avery Co., who put forward a 5-bottom fin coulter plow. Its gauge wheels were 13 inches in diameter, by 4 inches wide, and it had 2 wheels under the frame 23 inches diameter, by 5 inch face. The weight of the plow fully equipped was 3,162 pounds, while it was valued at \$450. Out of a possible of 100 points this plow was awarded 69.75 points, being 2nd in its class.

No. 03, by the J. I. Case Co., was a 6-bottom plow equipped with a rolling coulter. Its gauge wheels were 15 inches diameter by $3\frac{5}{8}$ inch face, while it had 4 wheels under the frame, each $21\frac{1}{2}$ inches in diameter by $5\frac{1}{2}$ inch face. It was valued at \$505, and was credited with 67.2 points, being 3rd in the class.

First place was won in the class by No. 04, a J. I. Case 6-bottom

rolling coulter plow. Its gauge wheels were 15 inches by $3\frac{5}{8}$ inch face, its four wheels under the frame, $21\frac{1}{2}$ inches diameter by $5\frac{1}{2}$ inch face. Its weight was 4,550 pounds, and it was valued at \$499. Annexing 70.4 points it won premier position in the class.

Section B, for plows with more than 6-bottoms, was opened by No. 05, by the Avery Co., who put forward a 10-bottom fin coulter plow, with gauge wheels 13 inches in diameter by 4 inches wide, and four wheels under the frame, 24 inches in diameter by 6-inch face. The weight of the plow fully equipped, was 8,010 pounds, and it was valued at \$750. This plow got second place in the class with 65.5 points.

No. 06, a J. I. Case plow with 10 bottoms, rolling coulter, was first in the class. This plow had 15-inch diameter gauge wheels,

$3\frac{5}{8}$ inches wide on face, with six wheels under the frame $21\frac{1}{2}$ inches in diameter by $5\frac{1}{2}$ inches face. Fully equipped it weighed 7,740 pounds and was valued at \$853. It was awarded 80.9 points out of a possible of one hundred.

Two tests were made for each gang plow, the draft per 14-inch plow being shown in the data on page seventeen.

An Avery Truck Catalogue

The Avery Co., of Peoria, Ill., has just issued an exceptionally interesting motor truck catalogue, which not only fully describes the Avery line, but gives some valuable hints to dealers on city and farm hauling. The catalogue is well illustrated and is handsomely bound in an artistic cover. A copy will be sent to any interested person.



The Bull Dog Wins Again

Once more the results of the Winnipeg Contest prove that **EVERY TRACTORS ARE THE GREATEST COMBINATION GASOLINE AND KEROSENE BURNING TRACTORS BUILT.**

The question of fuel economy is the one important point that the Winnipeg Contest covers, and it has been to **PROVE THIS POINT AGAINST ALL COMERS IN A CONTEST OPEN TO THE WORLD** that we have been entering Avery Tractors year after year.

The Bull Dog entered the 1913 Winnipeg Motor Contest as usual. There were but two others left of the many who have entered in past years. Year by year they have kept dropping out, some not entering, and others entering but getting cold feet before the contest was actually on.

But the Bull Dog has always been there. He's the only one that has been in the Contest every year.

Here are the records which Avery Tractors made in fuel economy:

In the 2-hour Economy Brake Horse Power Test, Avery Tractors were **FIRST IN LOWEST COST OF FUEL PER HORSE POWER** in 1 of the 4 tests, and second by only four one-thousandths of a cent in another of the tests. In running off the test on the 40-80 H. P. Tractor, water was found in the gasoline and the Tractor did not run as it should until it got out into the plow field.

In the Plow Test, Avery Tractors were **FIRST IN LOWEST COST OF FUEL PER ACRE PLOWED** in 2 of the 4 tests. The Avery 40-80 H. P. Tractor plowed the cheapest acre of any Tractor in any of the gasoline classes, its record being over 10 cents an acre less than its nearest competitor.

The Avery Company was the **ONLY** Company entering the **SAME** Tractor in both the Gasoline and Kerosene Tests. **ALL** Avery Tractors are equipped with double carburetors for burning either gasoline or kerosene.

THE 1913 WINNIPEG MOTOR CONTEST AGAIN CLEARLY PROVES THAT AVERY TRACTORS ARE THE GREATEST COMBINATION GASOLINE AND KEROSENE BURNING TRACTORS BUILT AND THAT THEY ARE UNUSUALLY ECONOMICAL IN THE CONSUMPTION OF FUEL

SEE AVERY "LIGHT-WEIGHT" TRACTORS AND "SELF-LIFT" PLOWS (THE ONE MAN OUTFIT) IN ACTUAL OPERATION AT THE FAIRS, SEE THEM AT OUR OFFICE, OR WRITE A LETTER OR A POSTAL FOR A COMPLETE AVERY TRACTOR AND PLOW CATALOG. ADDRESS:

CANADIAN AVERY CO., LTD.

Winnipeg and Regina

Successors to Haug Brothers & Nellerhoe Co., Ltd.

Calgary

A. W. Trickey, manager for Massey Harris Co. spent a few days recently in southern Alberta.

J. T. Atkinson, manager for the J. I. Case Co., was one of the Alberta implement men who visited Winnipeg during the exhibition.

T. R. Scott, western manager of Goold, Shapley & Muir Co., spent some time recently in Winnipeg, looking after that end of their business.

W. E. Hall, manager at Calgary for the Cockshutt Plow Co., was a business visitor to Edmonton and other northern points during the past month.

C. G. Wuthrich, manager of the John Deere Plow Co., has returned from the East where he was attending a business meeting of representatives of his company.

O. S. Chapin has just returned from an extended trip over the central States, while away having attended the Imperial Council of U.C.T. as Canadian representative.

Sales are slow, although none of the companies are purchasing sales as vigorously as usual owing to conditions. They are all endeavoring to make a clean up this year in the matter of

stocks, and the end of the season should show much less stock being carried over than has been experienced in several years.

Calgary had a short visit during July, from Mr. H. G. Newcomer, President of the Eureka Mower Co., of Utica, N.Y. Mr. Newcomer was on a business trip to the coast, this being the first time he has been further west than Winnipeg. He was quite surprised and very much pleased with the wonderful growth of Calgary and all of western Canada.

The Alberta members of the implement fraternity were sorry to learn of the departure of Mr. Winslow, who went to Winnipeg to take charge of all western Canada for his company; the Ontario Wind Engine & Pump Co. He had left before anyone was aware of his intended departure, consequently we were not able to express our congratulations and good wishes personally. However, Mr. Winslow, who was well liked by all the members of the trade here, has the very best wishes of all of us for his future success.

J. H. Turnbull, general manager of the Sawyer-Massey Co. at Regina, accompanied by Mr. McKee of their Regina staff,

was a business visitor in Calgary the latter part of July. The object of Mr. Turnbull's visit was to open up an office in Calgary, with Mr. McKee in charge, to look after their Alberta business—and particularly collections—at close range. The Sawyer-Massey Company are looking forward to opening up an independent branch in Alberta in the not distant future, but in the meantime the Calgary office will continue to be under the direction of Mr. Turnbull at Regina.

Calgary's big fair has come and gone, and it was the greatest ever held in the province from the standpoint of entries and attendance; the attendance for the week being approximately 5,000 more than the number last year. From the implement standpoint it might be mentioned that there was the usual large display of engines and threshers, but from general reports it would seem that the chief interest of the crowds was centred in the stock and attractions. It is very doubtful if the time and expense of those exhibiting machinery was at all profitable. For some time there has been a tendency to discontinue exhibiting machinery at the provincial fair, and it is more than probable that after this year, the thresher interests, which are the only ones who have been showing for the last few years, will also discontinue.

We are pleased to be able to report that general crop conditions throughout the province still continue favorable, as reported in last month's issue. The weather and conditions generally have been very favorable, and the crops are maturing very rapidly. In fact, it is the general impression that crops are further advanced, and crop conditions better all over the province than they have been at this time in several years. There has been comparatively little damage done by hail or other causes so far, and indications point to a good crop. There are a few isolated reports of cutting being done this week (last of July) but these are special exceptions, and cutting will not be at all general in southern Alberta until about August 10th to 15th, and a week or so later in the north. Grain is all well headed out and the weather has been quite warm with occasional showers, so that conditions could not be very much improved in any respect. However, even with almost ideal conditions this season is again furnishing a very strong lesson in the absolute necessity for proper farming

methods. Notwithstanding the heavy losses experienced in the last three years through slovenly and improper farming methods, there were again this year a great many cases of crops being sown on stubble, or on land not properly prepared or cultivated, and invariably the crops are poor in such instances, and in some cases will not pay expenses. When other crops right alongside of such places are looking excellent owing to proper farming methods being used surely all our farmers will soon come to see the necessity for either farming properly or not at all.

A Tractor Exhibition in Nebraska.

An extensive exhibit of tractors will be staged at Fremont, Neb., during the week of Sept. 8th. No less than twelve of the most prominent tractor concerns in America have already entered. These are:

Aultman & Taylor Machinery Co.
Avery Co.
J. I. Case Threshing Machine Co.
Emerson-Brantingham Implement Co.
Hackney Mfg. Co.
Hart-Parr Co.
Holt Caterpillar Co.
International Harvester Co.
Jardine Rotary Plow Co.
Leader Engine Co.
Russell & Co.
Wallis Tractor Co.

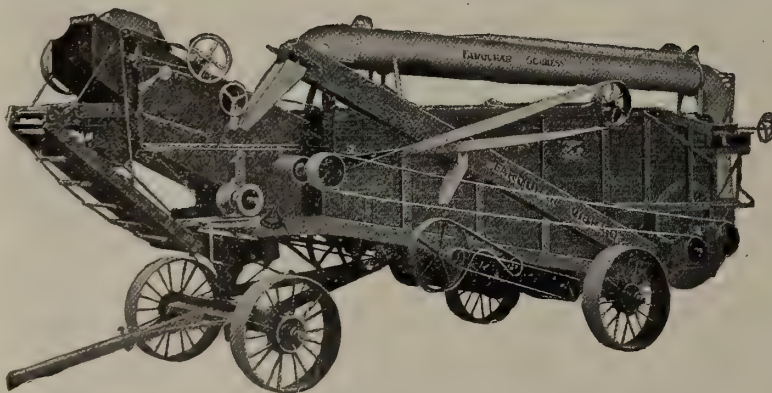
Included with the above entries will be such equipment as gang plows, harrows, discs and other such machinery. It is the intention of the management that the full scope of tractor possibilities shall be fully demonstrated in every field where the tractor may be of service.

The demonstration will be held on a large 500-acre tract of land just outside Fremont, one hundred and fifty acres of which has never been plowed, consequently it should prove a good surface for testing the big power plants. This exhibition should be of great interest to all connected with farm machinery, producing as it does so many different types of machines.

By Experience

I've usually found that these quick, glad borrowers are slow, sad payers. And when a fellow tells you it hurts him to have to borrow, you can bet that the thought of having to pay is going to tie him up into a bowknot of pain.—G. H. Lorimer.

GOOD LINE FOR DEALERS



FARQUHAR VIBRATOR SEPARATORS

Made by pioneers in the threshing business. They do perfect work in all kinds of grain. Built with fewer parts than others and less gearing. Made in three sizes, 20 to 40 inch. We also handle the

FARQUHAR RAKE SEPARATOR

Complete with Fairbanks-Morse Engines

This is a light outfit, designed and built for farmers who do their own threshing. It is priced specially to meet the present condition of money stringency, and will be a big seller this season. It consists of the well-known FARQUHAR RAKE SEPARATOR built with extended sills, on which is mounted one of the famous FAIRBANKS-MORSE OIL ENGINES, the whole forming a complete threshing outfit. Engine can be dismounted when not required for threshing and used for other purposes.

Dealers! Get in touch with us and handle this money-maker NOW.

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30, 20-40 and 30-60 H.P.
Oil Engines, portable and stationary, 1 to 500 H.P., for all purposes.
Marine Engines, 2 and 4 Cycle 3½ to 100 H.P.
Binder Engines, adapted to all makes of binders.
Hand and Power Pumps for every purpose.
Truck and Pitless Scales, specially designed for farm use.
Electric Lighting Plants, suitable for country residences.

The Canadian Fairbanks-Morse Co., Limited
WINNIPEG REGINA SASKATOON CALGARY
Montreal St. John Ottawa Toronto Vancouver Victoria

Corrugated Iron

Is the recognised best materials for all
kinds of

Farm Buildings

Many farmers now assured of a good crop will be figuring on erecting buildings.

You

can get their orders if you will obtain particulars and send them to us for a lump estimate.

Here is a chance for live wire dealers to make some money.

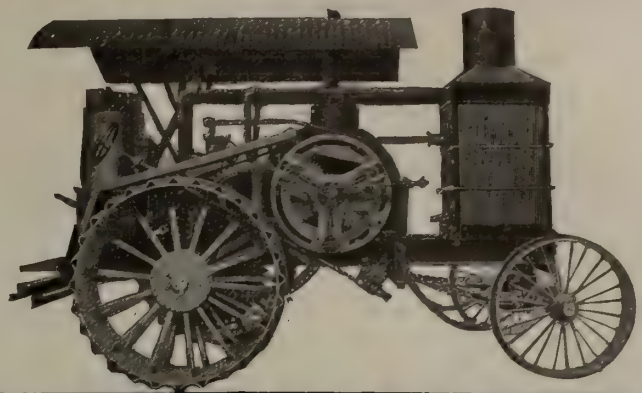
Get in touch with us by mail to-day.

Winnipeg Ceiling & Roofing Co. Limited

Manufacturers of Metal Shingles, Sidings
Portable Corrugated Granaries

P.O. Box 2186 B

WINNIPEG, MAN.



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well-known, widely advertised

HART-PARR OIL TRACTORS

Our 60 B. H. P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers.

Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water or coal troubles. Uses cheapest kerosene for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT

Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie.
63 West 23rd St., Saskatoon, Sask.
1622 8th Ave., Regina, Sask.

The Chapin Co., 331, 8th Ave. West, Calgary, Alta.



WANTED

Live Dealers

TO HANDLE OUR
COPPER COVERED
STEEL CENTRE

Lightning Rod

The oldest established business of this kind in Canada

Get in line for this money-making agency. Handle a good rod made by a good Canadian company with a reputation. Our Guarantee, which is sent with each rod, helps to sell it

WRITE TODAY FOR SAMPLES
:: AND FULL PARTICULARS ::

Hamilton Brass Mfg. Co. Limited

(SUCCESSORS)

HAMILTON, ONTARIO

Montreal Office: 327 Craig Street, W.

Power and Hand Feed Cutters

SEVEN STYLES AND
SIZES.



"Excelsior Junior," a handy machine for those who have no power. Chain drive, very strong and durable. Friction reduced to a minimum. Runs very light and rapidly. Pulley can be easily attached for use with wind or horse power. Cuts from 1/4 to 1/2 ton per hour.

We control the sale in Manitoba of Standard Cream Separators and Standard Gasoline Engines, manufactured by the Renfrew Machinery Co.

OUR LINE INCLUDES

Pulverizers	Whiffletrees	Boss Steel Harrows
Bevel Jacks	Harrow Carts	Warehouse Trucks
Heider Eveners	Roller Crushers	Grain Grinders
(All sizes)	Wheel Barrows	Root Pulpers
Feed Cutters (seven styles)		Light Delivery Sleighs
Farm and Bush Sleighs		Boss Wood Harrows
Horse Powers		Janesville Gang, Sulky
Channel Steel Harrows		and Walking Plows,
Wood and Pole Saws		Disc Harrows, etc.

WRITE
US FOR
CATALOG
WE CAN
SATISFY
YOU

John Watson Mfg. Co.
LIMITED

Chambers and Henry Streets, WINNIPEG.

Using By-Products of Henequen

Several new processes have recently been discovered by means of which it will be made possible to use the by-products of the henequen plant from which the fibre for our binder twine is produced. This should have a favorable effect in the States of Yucatan and Campeche, from whence twine manufacturers obtain their fibre, and possibly the effect of this system of using the by-products of the plant may be a re-

duction in the cost of fibre and a consequent decrease in our future twine prices.

For many years methods have been sought to utilize the waste from henequen leaves after extraction of the fibre, but without much success. Last year a firm in Yucatan brought from the United States a practical mechanic who for some time has been endeavoring to perfect machinery for simplifying labor in extracting fibre from the leaves and for utilizing the by-products.

The experiments have been successful and a machine, now exhibited in Merida, is intended to reduce the labor in feeding the leaves into decorticating machines. One man feeds the leaves directly to the decorticators taking the place of 6 to 10 laborers previously necessary. It is anticipated that a large number of similar machines will be manufactured for sale to the many henequen plantations in Yucatan.

In addition, Mr. Taylor, the inventor of the machine, is experi-

menting with machinery for manufacturing paper from henequen plant stumps, which have heretofore not been utilized.

Henequen plants, after a number of years, fail to produce leaves of such quality that they can be utilized for fibre. The stumps are left on the ground and burned. This is done at considerable expense, and any method by which they can be used adds to the farmers' profits. The new process accomplishes this, and promises complete satisfaction.

Handle the Gold Medal Line

Five of our Mills were entered in the Grain Cleaning Competition at the Winnipeg Exhibition, four winning first prize Silver Medals in each class, the other securing the only sweepstakes Gold Medal awarded in this competition.

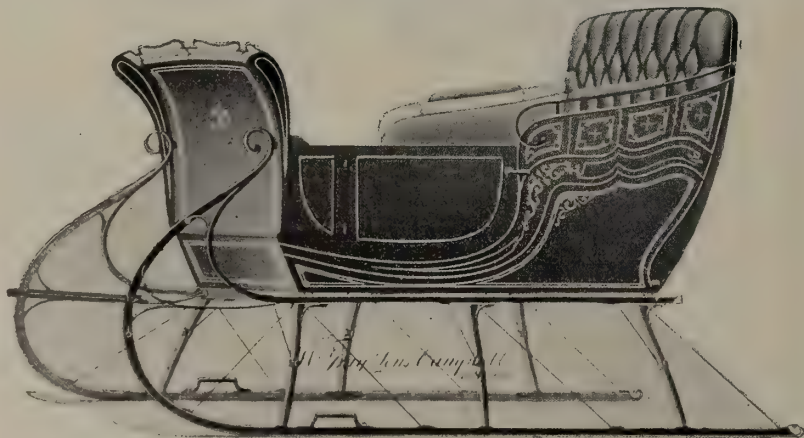
The Judges of the Grain Cleaning Contest have now verified what we have always claimed, that the

Chatham is the Best Mill on the Market

Our contention, therefore, has been absolutely endorsed by unbiassed experts. Farmers in every district in Canada want the BEST MILL, consequently there will be a bigger demand for

Chatham Mills

Are you prepared to meet the demand?



No. 31.—Cutter with Fore Doors.



The Chatham Chain Drive Fanning Mill

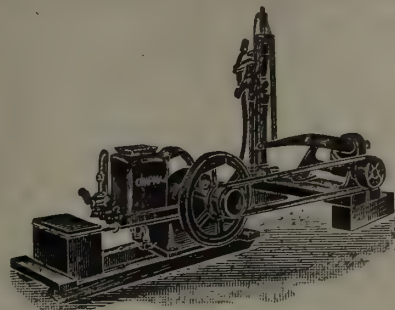
Good live agents wanted at all points to handle our full line of buggies, cutters, scales, mills, kitchen cabinets, etc.

Catalogs and full particulars upon request

GRAY-CAMPBELL LIMITED

WINNIPEG, Man.

MOOSE JAW, Sask.

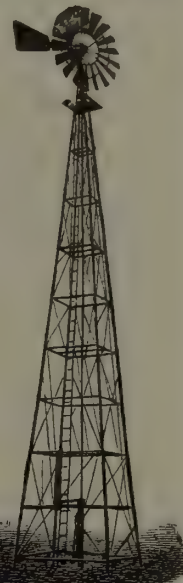
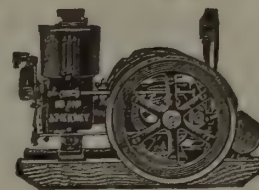


MERCHANTS:

Have you the farm machinery necessities in stock, the small lines that your customer pays cash for, just as he does his sugar or tobacco. Write the Ontario Wind Engine & Pump Co., Ltd., for their catalog and get their liberal discounts on Pumps, Cylinders, Pipe Fittings, Water Basins, Troughs, Tanks (large and small), Wood and Steel Pump-jacks, Scales made in sizes from 5 pounds to 5 tons, Grinders, Kerosene Engines, Well Drills and Windmills. We have made these lines good and our users have made them famous. **Write today,**

The Ontario Wind Engine & Pump Co., Ltd.

At MONTREAL TORONTO WINNIPEG or CALGARY



The Oliver Motto is "Satisfy the Customer"

NEARLY fifty-eight years ago when James Oliver was both making plows and selling them to farmers he applied to his business the principle of customer satisfaction, which has since become a fundamental business rule. He built plows, tested them, then sold them, and last of all interviewed his customers to get their suggestions for further improvements. Not many years of such work as this were required to establish Oliver plows in a high place in the estimation of the men who used them. For over fifty-seven years the same idea has dominated the business of building

Oliver Plows

When the plant at Hamilton was erected the particular problems of Canadian plowing came up for consideration. As a result of the careful study of those problems and the experimenting that followed it, Oliver plows for Canada stand in a class by themselves as satisfaction givers. Their record has made them self-sellers.

The line includes walking plows, three-wheel sulkies, walking gangs, hillside plows, high and low lift gangs, and riding cultivators. There are one or two plows in the line which are especially adapted for most Canadian conditions. Among these are the Oliver 1 sulky and 1 gang. In both these plows most of the weight of the plow is carried on the two furrow wheels which, of course, ride on a smooth surface all the time.

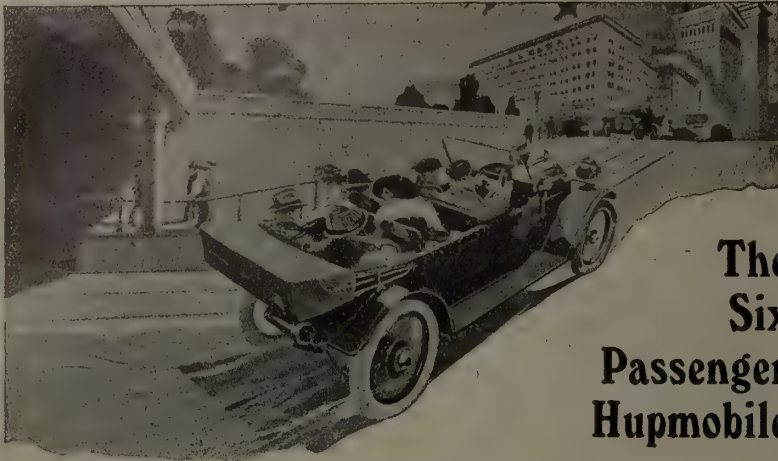
There is a spring on the land wheel which, in connection with the two bails on which the plow is hung, insures an even depth of plowing.

You cannot find a plow that will sell more readily to Canadian farmers than the Oliver Plow. Profit comes easily to the local agent selling the Oliver. Send a line to the nearest branch house and talk the matter over.

International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

At Brandon Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.



The
Six
Passenger
Hupmobile

A LONG-LOOKED-FOR

Car, of moderate price, that will hold the whole family is the Six-Passenger "32" Touring Car. Its added carrying burden is well within the power and capabilities of the long-stroke motor.

This car realizes the social possibilities of motoring in a manner hitherto not to be found except among the more expensive makes.

Price \$1430 Fully Equipped
F.O.B. Windsor, Canada

Joseph Maw & Company, Ltd.

118 King Street WINNIPEG

Distributors for Western Canada



Best Service at
Lowest Possible Cost

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so shall he be reimbursed when his hour of adversity comes. With your buildings insured against fire, your live stock against disease and accident, your crops against hail, you need not fear misfortune's hardest knocks. We write

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in larger volume than any Company in Western Canada. Policy-holders get best service at lowest possible cost, always. Our record, system and methods have won the confidence of the West and secured us the large volume of business we enjoy.

Write any of the Companies shown above for full information as to rates, etc., see one of our 1,600 Local Agents or address

INSURANCE AGENCIES, LIMITED

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Money for Dealers!

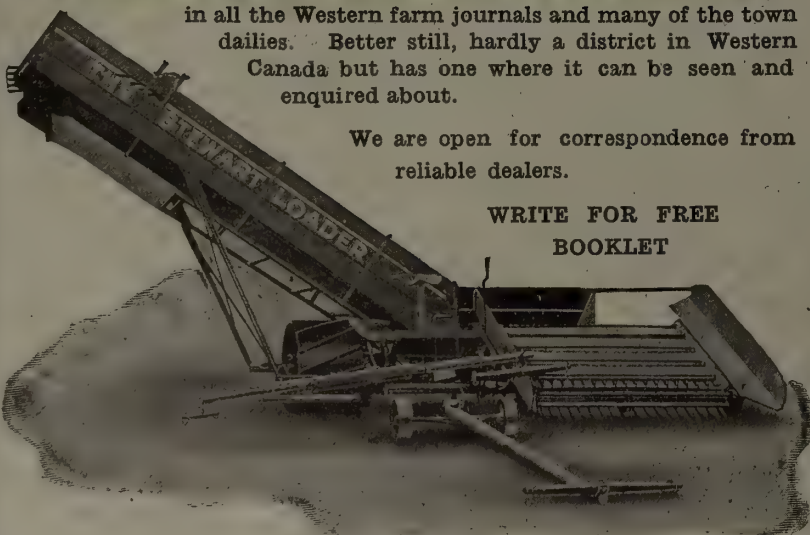
Some of our agents last season made substantial sums in profits which they hadn't figured upon. The Stewart Sheaf Loader sold to the tune of 500 machines last year. Each sale constitutes a big turnover and provides a liberal margin. We are advertising the

Stewart Sheaf Loader

in all the Western farm journals and many of the town dailies. Better still, hardly a district in Western Canada but has one where it can be seen and enquired about.

We are open for correspondence from reliable dealers.

WRITE FOR FREE
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Stewart Sheaf Loader Company, Limited
804 Trust and Loan Building :: Winnipeg, Man.

Every Agent and Car Owner

should investigate

Peerless Punctureless Filler

A preparation of PROVEN WORTH and
UNPARALLELED SUCCESS

Peerless Filler eliminates punctures, blowouts, inconvenience and labor. It lengthens the life of casings and reduces tire bills by 50 per cent.

Peerless Filler has proven a success (not an experiment) under every possible road condition and adds to the utility and pleasure of autoing.

Peerless Filler is sold under a liberal and strong guarantee and deserves a trial by every car operator.

Every Live Agent will handle Peerless Filler because it will make him money and increase patronage to his business. Write today stating territory and we will show you in actual figures what this line will mean to YOU.

ADDRESS:

PEERLESS SALES CO., LTD.

247 Main Street

WINNIPEG

CANADIAN FARM IMPLEMENTS

VOL. IX., No. 9.

WINNIPEG, CANADA, SEPTEMBER, 1913.

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UNION BANK OF CANADA

Established 1865

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Total Assets, over 69,000,000

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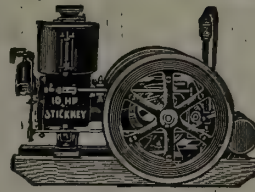
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This Bank, having over 290 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

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Stickney Gasoline Engines ARE THE BEST

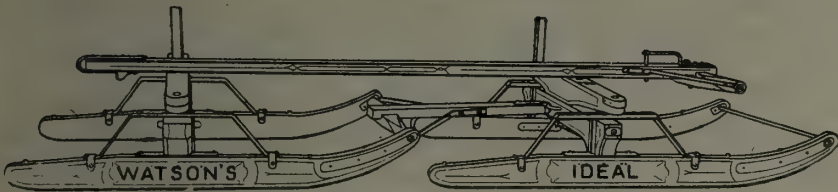
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Like the Stream

The Stickney Gasoline Engine's song is this: "Men may come, and men may go, but I go on forever."

Ontario Wind Engine & Pump Co. Ltd.
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OUR LINE INCLUDES

Feed Cutters (seven styles) Whiffletrees Boss Steel Harrows Pulverizers
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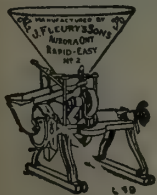
Watson's Ideal Sleighs

are best known and give the best satisfaction of any farm and bush sleigh in the Canadian West.

Made in all sizes, steel or cast shoeing, and with our trussed bench—an exclusive feature—they defy comparison. Watson's Sleighs will get you the trade of your district.

John Watson Mfg. Co.
LIMITED

COR. CHAMBERS ST. AND HENRY AVE., WINNIPEG



THE LARGEST LINE

OF

GRINDERS

IN CANADA

In sizes to suit any power. These cuts show three classes.

549, for use on the Farm. Three sizes.
550, Farm use or Custom Work (stationary or for moving from place to place).

551, Attrition Mills for Elevators, Custom Mills, etc. Finest work and greatest capacity. We have just what you need in these "Rapid-Easy" Grinders—which do more work with same power than others. Information, circulars, etc. upon request.

Sole Agents:

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Winnipeg, Regina, Calgary, Lethbridge, Edmonton, Saskatoon.

J. FLEURY'S SONS, Aurora, Ontario, Canada



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The Canada National Insurance Company

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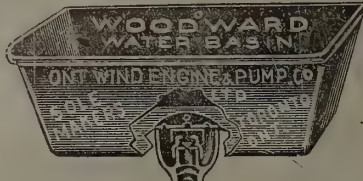
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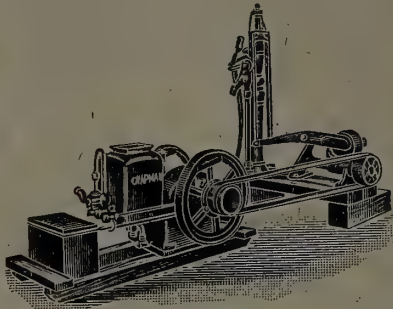
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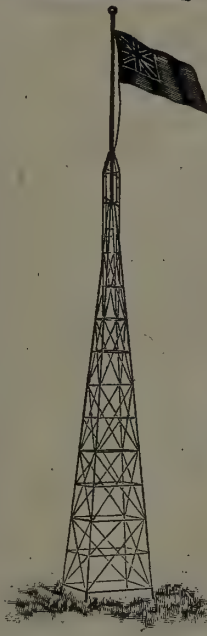
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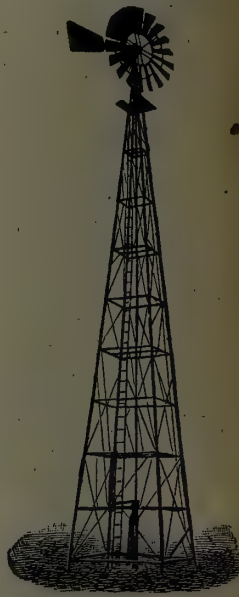



MERCHANTS: Have you the farm machinery necessities in stock, the small lines that your customer pays cash for, just as he does his sugar or tobacco. Write the Ontario Wind Engine & Pump Co., Ltd., for their catalog and get their liberal discounts on Pumps, Cylinders, Pipe Fittings, Water Basins, Troughs, Tanks (large and small), Wood and Steel Pump-jacks, Scales made in sizes from 5 pounds to 5 tons, Grinders, Kerosene Engines, Well Drills and Windmills. We have made these lines good and our users have made them famous. **Write today,**

The Ontario Wind Engine & Pump Co., Ltd.
At MONTREAL TORONTO WINNIPEG or CALGARY







The Best Plow Sells Best

OLIVER Plows have many good features to recommend them to both agent and farmer. These features are not all mechanical, either. There's the satisfaction in buying and selling the plow with the best reputation, for instance. The Oliver plow slogan for over fifty years has been "The best plow the farmer's money can buy." And such a slogan sells plows.

Oliver Plows—Tractor and Horse Drawn

have many points of superiority. The tractor-gangs are made up of 4, 5, and 6-base sections. With these sections a gang with any desired number of bases can be built up. The sections are joined together flexibly so that an Oliver follows the lay of the land and plows to an even depth. The small sections are easily handled and require little room for storage. The swiveled trucks, the gauge wheels on rocking axles, the double-latched levers—these are a few of the many features that make the Oliver tractor-gang the easy plow to sell.

Oliver sulky and gang plows also have many distinctive features. An exclusive Oliver feature is a hitch which enables the horses to be worked four abreast and all walking on unplowed ground, eliminating side beam strains which quickly put a plow out of adjustment.

There is a great deal of pleasure and of profit in having the agency for Oliver Plows in Canada. Begin a new era for yourself by writing to the nearest branch house for information about the subject.

International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.;
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The Premier Company

The Premier Goods



SAWYER-MASSEY GAS TRACTOR winning the Gold Medal in the Winnipeg Motor Contest, July, 1913

What Gold Medal Means to Dealers

The **SAWYER-MASSEY GAS TRACTOR** won the First Prize and Gold Medal in the heavy duty class at the Winnipeg Motor Contest, scoring a decisive victory.

Not only did this remarkable tractor do better work at lowest fuel cost, but required far less water, an important factor where water is not easily accessible. The report shows that this tractor used only $1\frac{1}{2}$ pounds of water as against 484, 447 and 326 pounds used by the competing engines.

The **SAWYER-MASSEY GAS TRACTOR** also scored the highest point for design and construction and speed range. It did not make a single stop during the trial and showed less vibration than any other. It developed 58.3 or 29% horse-power over its rating.

For years **SAWYER-MASSEY** Machinery has been recognized as the Premier Farm Power Machinery of Canada, its reputation being based on actual performance in the plowing field and during the threshing season.

We have never found it necessary to show prizes won in special competition to convince the experienced buyer of farm power machinery of the superior merit of **SAWYER-MASSEY** machines.

THE WINNIPEG CONTEST DEMONSTRATED THE LEADERSHIP OF SAWYER-MASSEY IN CONTEST AS IN THE FIELD.

Full details of the Contest will be sent on request.

Sawyer - Massey Company, Limited

Builders of Steam and Gas Traction Engines, Threshers, and Road Making Machinery

HAMILTON, CANADA.

Branches :

WINNIPEG, Manitoba; and REGINA, Saskatchewan

SAWYER~MASSEY



*Loading an August
Trainload for Grand
Forks*

Ready for the Great Plains



Night and Day- We're Busy

We are loading Rumely products for the rush of early fall work.

Early, deep plowing in the heat—long busy threshing days—hauling to the elevator—these are the heavy jobs that make tractors easy to sell nowadays.

The rush keeps our shipping gang on the jump—but our big Gantry crane will load all you can sell. You can't stall it.

Rush Shipments Count Right Now

Our Lines

Engines
Tractors
Threshers
Saw Rigs
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Pump Jacks
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Hay Presses
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Corn Shellers
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Steam Tractors
Silage Cutters
Pumping Outfits
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Cream Separators
Gasoline Engines
Kerosene Engines
Engine Gang Plows
Tractor Disc Plows
Tiger Pull Tractors
Fuel and Water Tanks
Binder and Drill Hitches

You don't want to lose any sales for want of goods when the time comes for delivery. You can be sure of prompt shipment when you sell a Rumely machine. There is a branch house near you—another not far away—we are keeping them all well stocked, for time means money to you now.

You don't want to lose any time, after threshing is all done, before you begin your fall campaign on prospects for Rumely lines. We have something suitable for you to hammer on every day from now till Christmas. We have something that will pay you better than anything else you can do.

We have been busy planning how to make this fall bring increased business through every dealer. It will pay you to watch your Rumely mail for these plans. They are bound to make you whistle and start the season all over again—for a better fall's business.

Get in touch with the nearest Rumely man at once.

Rumely — Advance — Gaar-Scott

Rumely Products Co.

(INCORPORATED)

POWER-FARMING MACHINERY

WINNIPEG
BRANDON
YORKTON

SASKATOON
ESTEVAN
CALGARY

REGINA
EDMONTON
TORONTO

Just a Few Words to You Mr. Dealer

When you sell a customer a GOOD article, a Plow, a Harrow, that you can guarantee, you make a friend. The purchaser is satisfied and he tells his neighbors and friends that he has received good treatment at your hands—that means business to you.

COCKSHUTT PLOWS have an established reputation as the final choice of experienced farmers, and the dealer who handles the COCKSHUTT Lines gains prestige as a discerning business man. Don't expect your customers to be satisfied with anything but the best. COCKSHUTT Implements have satisfied every purchaser.



J. G. C. RIDING PLOW

The plow that is built for the hardest kind of work on the toughest prairie soil. It also does good work in stubble. This plow is very easy to turn and handle on rough land. The seat is so located that the driver can watch the turning of the furrow, and his weight keeps the plow in the hard soil.

The J. G. C. Riding Plow can be furnished with 14, 16, or 18 inch stubble or breaker bottoms, rolling coulter or whippetrees. It can also be furnished with rod breaker bottoms.



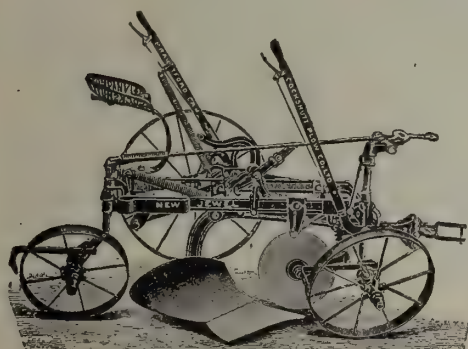
NEW EMPIRE GANG

This is a light, strong two-furrow walking plow that will keep in good condition for a lifetime. It has unbreakable steel and malleable standards. The frame is made of steel and is strongly braced. Heavy axles and dustproof bearings further increase its durability. The New Empire Gang is made right, and will stay right always. It is equipped with our fine adjustable ratchets, compound adjustable levers, and spring lift, all of which mean easier operation and better plowing.



NEW JEWEL GANG

The latest and best ideas in plow construction are embodied in this plow. It is adaptable to good plowing in any soil. The plow can be turned in its own length. An automatic foot lift raises and lowers the bottoms, and the driver's hands are left free to handle the lines. The bottoms lift high so that all obstructions may be cleared; they may also be locked rigid with the frame, or allowed to float. Long dust proof bearings are provided on the wheels, and when hard soil is used these require but little attention.



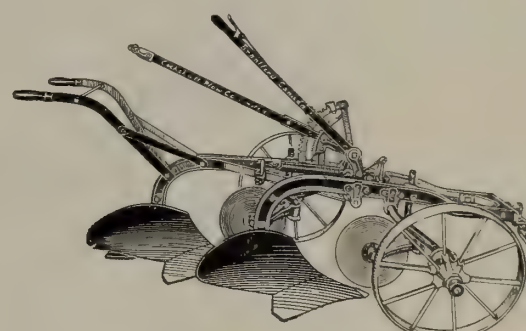
NEW JEWEL SULKY

This plow is similar in most respects to the New Jewel Gang. The plow-bottom is set firmly in the ground by simply touching a foot lever, and when once set for work it will never vary. The controlling rod, which operates automatically, connects the furrow and rear wheels. The wheels have long dustproof removable bearings, which require little attention when hard soil is used. This plow is furnished with either breaker or stubble bottoms, rolling coulter and whippetrees. It can also be furnished with rod breaker bottoms.



BEAVER GANG

The handiest light weight plow you ever saw. It combines many of the features of the Jewel Gang, such as: short turning, high lift, perfect adjustments, removable dustproof bearings, etc., but is much lighter in weight. The bottoms are easily raised and lowered by a convenient lever and spring lift. This plow is fitted with unbreakable steel and malleable standards, and the soft centre shares are the heaviest ever used on a plow. The Beaver Gang is designed for general farming, and can be well adapted to a great variety of plowing.



EMPIRE CHIEF GANG

A light, easy running, walking plow that will do good work. It is unsurpassed for strength and simplicity. The beams are made of heavy high carbon steel, designed to meet the requirements of a light plow in heavy work. The material and design of these beams insures their remaining in perfect alignment when subjected to the severest strains. The high arch of the beams and the unusual clearance of the bottoms prevents clogging on heavy trash land. The long levers which are fitted with lifting springs make it an easy matter to raise the bottoms.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Regina, Calgary, Saskatoon.

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

IDEAL IMPLEMENTS

"Made Famous by Dependability"

DRILLS	Shoe Single Disk Double Disk Grass Seed Att. Cross Plows Prairie Breakers Combination Plows Brush Breakers
WALKING PLOWS.....	Columbia Empire Empire Chief Light Triple Simplex Domino J.G.C. Jewel
WALKING GANGS	24 in. & 28 in. Jewel 24 in. Beaver Standard 5 to 12 furrow Power Lift 6 & 8 furrow Rotary Disc 6, 10, 12, 16, 22, 24 furrow Grub Breaker Diamond Clip Boss Lever Spring Tooth In-throw Out-throw Spring Pressure T Beam Orchard Double Discs Tongue Trucks Ruby
SULKY PLOWS (Breaker or Stubble)	
RIDING GANGS.. (Breaker or Stubble)	
ENGINE GANGS.. (Breaker or Stubble)	
DRAG HARROWS	Diamond Point Long Hillers 6 ft. Climax, Stiff Tooth 8 ft. Climax, Stiff Tooth 12 Tooth Champion, Spring Tooth 16 Tooth Champion, Spring Tooth Stiff Tooth Spring Tooth
DISK HARROWS (3 widths, 3 sizes plates) (Horse or Engine)	
SCUFFLERS	
CULTIVATORS ..	
CORN CULTIVATORS	
CORN PLANTERS...	
STEEL ROLLERS	
PULVERIZERS ..	16 Wheel Plain 22 Wheel Plain 16 Wheel Subsoil 22 Wheel Subsoil
MANURE SPREADERS...	50 Bushel 70 Bushel
HAY PRESSES ..	Horse Engine Drive
WHEEL BARROWS....	
WAGONS	Special Standard Teaming Semi-Mountain Mountain Trucks Dump Lorries
DUMP CARTS...	
METAL WHEEL TRUCKS.....	Dandy Perfection Harvest Queen Cook No. 25

Cockshutt high quality in Farm Implements has been proved by years of satisfactory service right here in Western Canada. The firmly fixed policy of the Cockshutt organization is to build the highest quality of agricultural implements that can be produced. These implements upon which the Cockshutt reputation is built justify the expectation of every purchaser and fulfill every promise made for them.

It is easy to sell Cockshutt Implements because farmers are demanding implements of quality more than ever they were, and thousands have already learned by actual experience that our lines are the very highest quality and workmanship. The large increase in sales every year is the best proof that Cockshutt Implements meet with the approval of farmers who place dependability above all things.

THE Cockshutt LINE

The demand for Cockshutt implements has penetrated everywhere by sheer merit, and dealers do a profitable business right from the start—the market is wide open everywhere for Cockshutt Implements.

An Agency for the Cockshutt Lines is a long step towards the advancement of good farming. If we are not already represented in your district write us to-day for the exclusive agency—don't put it off till to-morrow, do it right now. We help our dealers by using convincing advertising in the farm papers, and dealers can depend upon our fullest co-operation to extend business and make larger sales.

We are prepared to prove to you that the Cockshutt Line of Implements is the biggest money-maker that you can couple up with your business—ask us to prove it.

BINDERS	6 foot 7 foot 8 foot Pole Trucks Transport Trucks Flax Attachment
MOWERS	4½ foot Standard 5 foot Standard 5 foot Giant 6 foot Giant
RAKES	9 foot 10 foot Side Delivery
REAPERS	
HAY LOADERS..	Plain With Fore Truck
ROAD SCRAPERS....	Columbus Winner Ox Shovel Buck Wheel
FANNING MILLS	24 in. No. 1 32 in. No. 2
GRAIN TANKS..	125 Bushel 150 Bushel
GRAIN GRINDERS...	6 in. Plate 8 in. " 10 in. " 11 in. " 13 in. " 15 in. "
WOOD SAWS....	22 in. Blade 24 in. " 26 in. " 28 in. " Pole Saw Att.
HORSE POWER JACKS.....	
STRAW CUTTERS	Hand Lever No. 1 Hand No. 2 Combined No. 3 Power No. 4 Blower
ROOT PULPERS.	Side Wheel Cylinder
POTATO MACHINERY..	Planters Sorters Cutters Diggers
BUGGIES	Democrats Road Wagons Auto Seat Stanhope Phaetons Surreys Traps
SLEIGHS	2 in. Single Bunk 2½ in. Single Bunk 2½ in. Double Bunk 3 in. Double Bunk Heavy Logging
CUTTERS	Piano Box Corning Auto Seat Half Speeder Speeders Jumpers Delivery Bobs

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Branches: Winnipeg, Regina, Calgary, Saskatoon

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CANADIAN FARM IMPLEMENTS

Vol. IX., No. 9

WINNIPEG, CANADA, SEPTEMBER, 1913.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

Building the Modern Gas Engine

As the average dealer looks at the modest little gas engine that sits in a corner of his warehouse meditatively awaiting the coming of the customer, we wonder if he ever thinks for a moment of the amount of work that it entails to place that engine in his store.

And if the farmer, who protests against the price asked for the engine, could visualize for a moment the many processes necessary for its production, could he but see the men and valuable machinery that have worked upon it, we fancy that he would—along with the average dealer—marvel that anyone could buy the engine for so small a sum.

Will you come with us, Friend Dealer, for a little journey to the birth-place of a gas engine—any engine will do, we quote neither make nor type. Just close the ledger in your office, and put away your file of prospects while you follow us into a land that lies far away from the peace of the little prairie town, a land of smoke and clamor, of grime and grit. Beyond your store you can look away over the miles of rolling prairie, and across the peace of the late afternoon lies a quietude such as we city dwellers neither know nor realize. Leave it all and come with us to the mine, the forge, foundry and machine shop—away to the industrial centres where that little engine and its brethren are turned out daily in countless numbers. A part of the way we will spare you, that covering the production of the raw materials. All of us

know how the ore is taken from the earth and refined, mixed and handled, so that it may be transformed into cast iron, wrought iron or steel. With this crude material to work on, let us enter the drawing office at the factory, where the little engine was designed and proportioned before ever a tool was laid upon metal.

Adept draftsmen calculate, figure and sketch rough plans before the finished drawing is made. Each part of a casting, shaft or bolt has to be made to stand the stress, strain, shear or tension that it may subsequently have to undergo. Allowances in bores have to be made, so that the parts

frame, or any part that has to be made of cast iron, making patterns in hard wood. Core prints have to be built up to take out the different bores, the water-jacket chambers and the valve recesses. This department in itself calls for highly skilled workmen, as it is one of the most exact branches of the woodworking trades. After the patterns are made they are taken to the foundry, where their shape is outlined in sand. This sand is specially mixed, so that it has a heavy consistency, clearly outlining the imprint of anything embedded in it. The moulding boxes are made in two halves, each half taking the contour of

ful lathes shredding cuts from bar steel, even as the wood curls from the plane of a carpenter. Milling machines face off castings and cut keyseats with their hardened rotary cutters, as though the metal were no harder than wood. Drilling machines, operating four or five drills at one time on the same piece, automatically feed themselves against the metal. Automatic screw machines seem almost human in their ingenuity as they feed forward a bar of steel, reduce it to a certain diameter, run an automatic die down so far to form a thread, then a head moves forward bearing a cutting-off tool and a spindle accurately turned

in perhaps three different diameters and threaded, falls into the pan of the machine. And these machines once they are set and adjusted, require no attention beyond that of a laborer to feed them

with fresh bars of steel stock when they have used up the old.

We see grinding machines that run an emery wheel, or one made of carborundum, against hardened steel spindles grinding them exactly round and parallel. These machines grind work to absolute accuracy, and very often the parts of a modern gas engine have to be correct to within .001 of an inch, or one-thousandth-inch. Between the centres of a grinding machine a valve for an engine rotates. The wheel is fed forward, and in less than a minute the valve face is ground absolutely smooth and at the correct angle. Passing along the machine



View of Modern Machine Tools and a Blacksmithing and Hardening Shop.



fitting in may be a "drive," "hand" or "running" fit. Gears have to be designed, so that the correct motion may be transmitted, and cams laid out so as to give the exact lift for valves. When all this exactly mathematical work is completed, so that every component part of the engine will get together as required without any trouble, there still remains the purely constructional work. Pattern drawings are made for the cylinder and frame of the engine, and these being traced and transferred to blueprints, we follow them to the pattern shop. In this department patternmakers build the cylinder

half the pattern. A hole for the molten metal is made after the pattern has been removed, and the moulders pour the liquid white hot molten metal into the moulds. This is left to cool off, and when cold the boxes are knocked apart, and the castings extracted. The by-metal is dressed from the castings by means of portable emery wheels, and they are forwarded to the machine shops.

To the eye of the ordinary individual the modern machine shop is one of the most complex and confusing scenes imaginable. It is a forest of peculiar machines, the very names of which are unfamiliar. We see power-

shop we see a milling machine forming cams, so that they give the exact lift to the valves, when suddenly we come to a pile of crank shaft forgings. These forgings are stamped from the glowing metal, and are not laboriously built part by part. Hardened steel dies are made the exact shape of the crank. The "roughing" dies are considerably larger than the finished size of the crank, while the "finishing" dies only leave enough metal for the necessary machining. The crank is roughly forged, heated, and then beneath large stamping hammers is beaten into shape by the dies, being moulded as we would press putty into the bowl of a pipe. Looking beyond the pile we see a turning lathe between the centres of which rotates a crank shaft. The metal is rapidly reduced in size, the machinist continually taking the diameters by means of fixed snap gauges by his side. When the bearing portions of the crank are turned to size special crank pin turning fixtures are clamped to the ends of the crank, and when the crank is replaced between the centres of the lathe we notice that the crank-pins are running between the centres, while the main length of the crank—or journals—which will run in the bearings, now rotates with an eccentric throw, acting as the crank pin revolves in the completed engine. By this method the crank pins are turned to the correct diameter, and the webs machined to the desired thickness.

After the cranks are completely machined they are taken to the case-hardening department, where they are subjected to heat treatment that leaves them hard on the exterior, while soft and tough on the interior of the diam-

eters. They are then taken to the grinding machines, and, rotating as in the lathe, are ground to a very high degree of accuracy.

Milling machines run across the surfaces of the cylinder and frame castings, giving one flat surface from which the different parts of the castings are marked off for machining. This is done upon a large, perfectly flat metal surface, called the "surface-plate." When the correct machinery lines are marked upon the faces and bores of a cylinder it is taken to a boring machine that bores perhaps four cylinders at one time, while they are rigidly clamped to a special fixture. They are then milled to the correct size where necessary, and are drilled and tapped for any bolt holes or screw holes, this being done on drilling machines. The bearing brasses are finished in lathes from the rough castings, being turned solid and then split in two upon the milling machine. Connecting rods are made—like the crank shafts—from a solid forging, the crank pin brass hole and the hole for the gudgeon pin bearing being drilled and reamed at the same time. Bevel gears, or plain direct drive gears for driving the valve motion are either machined from the solid or are made from "drop forgings" as stampings are sometimes called. It is wonderful to see ten or twelve gear blanks between the centres of a gear cutter that runs along forming a tooth at a time; and when the blanks have all been traversed the gear cutter rotates them the exact distance so that the cutter can machine another tooth, and so on clear around the diameter of the blank. These gears are also hardened and the bores ground to a dead size. Bevel gears are

formed on special developing machines that shape the teeth by means of oscillating machine knives.

The pistons for the engine are made of hard cast iron, and are set in the chuck of a turning lathe and turned to the exact diameter, while a form tool takes out the grooves for the piston rings.

The hole for the hardened steel "gudgeon," or piston pin is then bored and reamed and the piston is finally ground to the exact diameter on grinding machines. The cams are firmly set upon the cam shaft at the exact angles required, or, in the case of some engines, the cam and cam shaft may be machined from a solid drop forging.

When the parts are machined, and each machine may be turning out a "run" of 200 crankshafts or cylinders at one time, they are taken to the assembling department where mechanics erect the engines as we see them. Cylinder and frame castings are bolted together, unless, as in some engines, they are made in one solid casting, and the bearing brasses are set in their recesses and firmly bedded in position. The crankshaft is set in the bearings and these are accurately scraped so that the crank has freedom to revolve without any unnecessary friction or slackness. The piston, with its rings sprung in position, is fitted to the smooth bore of the cylinder and the connecting rod fitted to the crank pin, the bearing being scraped as in the case of the crank "journals."

The bevel or ordinary gears are fitted to the crank shaft and the cam shaft set in position. The valves are ground in the seats and the ignition system fixed to the engine, whether magneto or

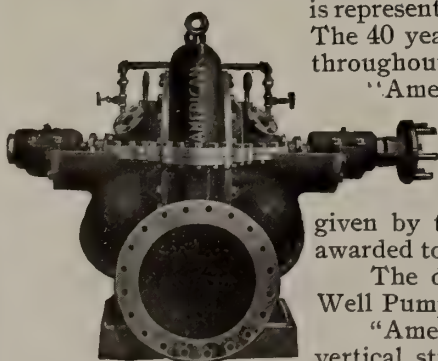
battery. The carburetor is not usually made in the same factory as the engine, since firms specialize in this class of work and also in the making of springs for the exhaust and inlet valves.

The engine, when completely assembled, is taken to the testing department where it is tried out by experts who take its horse power and finally adjust and set the valves so as to give the best results. It is then run at an even speed for a considerable time so that all the parts may be thoroughly adjusted to one another, while bearings are tightened down or eased as required by the performance of the engine during its tests. When pronounced satisfactory and passed by the inspectors, who follow every operation in the machining and erecting of the engine, it is taken to the paint shops where it is made glorious by a coat of green or red while its name and the name of its maker are stencilled upon some prominent surface.

Our engine is now ready to go to the store, or, as is usually the case, it is crated and sent out to fill some waiting order. It leaves the factory forever, and we find it in the implement store in the Dakotas or Alberta, or perhaps cheerfully chugging away on the farm where it is one of the most valued assets.

Such is the accuracy attained in a modern engine building factory that spare connecting rods, crank shafts, valves, gears, brasses, cam shafts, etc., are made in large quantities and stocked as repair parts. Upon a break-down the manufacturers can supply a repair part that fits the engine as accurately as its broken brother. This is all due to the accuracy of modern machine tools and instruments that have made possible

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

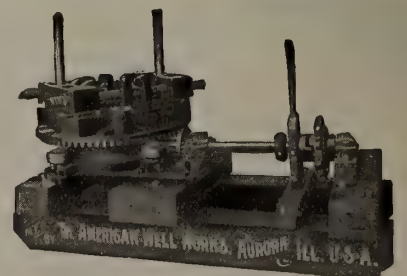
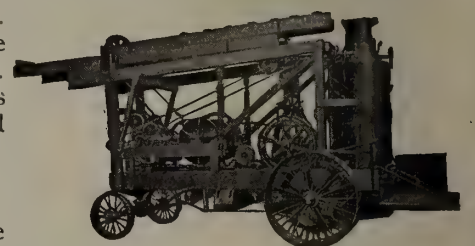
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORK

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



what we know as "interchangeable" work.

In our limited space we can only give the briefest review of how an engine is made, but every dealer, if at all possible, should try to go through some large factory where such engines are built. When he sees the thousands of workmen, and the machinery that costs hundreds of thousands of dollars, he will wonder, not that the engine costs so much, but, rather, how it can possibly be produced for the price.

Were the average farmer to be led through a modern engine factory we fancy that a great deal less selling talk would be required to convince him of the utility and adaptability of the modern gas engine.

Yes, we must admit that it seems wonderful that engines can be produced so cheaply, and it is only due to the mechanical development of recent years. Machine tools have been improved and new processes inaugurated. Where once upon a time only one or two engines were made and each part separately and laboriously machined, we now turn out two hundred parts in one clear run. By producing quantity, and by having each mechanic a specialist in his particular branch, we can make engines at prices unthought of ten years ago. But the development of machine tools, such as lathes, milling machines, drills, etc., have done more than ought else to further the possibilities of producing engine parts rapidly and accurately. In the past engine building was slow, tedious, and the hand had to be depended upon for accuracy. Now graduated feeds, rotary cutters and micrometer calipers guarantee exactitude apart from the mere question of the brains of the machinist.

No, when we consider the skill, the staff and the equipment of the modern factory, we cannot say that the engine is costly. Rather let us try to spread its influence by increasing our engine sales. Every engine order sent in means a little way towards the subsequent cheapening of the engine. By manufacturing in vast quantities the cost of a product can be reduced, therefore, in the end, the future price of the engine depends as much upon the customer as upon the manufacturer.

The Problem of Price-Fixing

The Association of National Advertising Managers, at a recent banquet given to publishers, heard some excellent speeches on

the subject of price maintenance. This subject is one of interest to the entire commercial world, and should have the utmost importance in the eyes of every retailer.

At the banquet mentioned, which was held in the Hotel Astor, New York, the subject was attacked from both sides by men who have wide business experience to back their judgment, excerpts from whom we quote in regard to this point of the maintenance of price in business.

William H. Ingersoll, in a bright peroration struck at a point vital to all retail trade. He said:

"We find that this is getting to be a serious problem; that people won't trade at home. Confidence is being undermined in the little man. A broad impression is being spread that the little fellow cannot deliver the value. It is almost inappropriate to argue the question of the relative merits, as to the big store and the little store. This organization has no complaint to make of the honest prosperity of the big man; the man who makes his success by delivering real service to the people does not come under our condemnation, but the thing we do object to, and the thing this meeting protests against, is the misuse of advertising by the big man who has the money to purchase extensive space in the paper, to print misleading and untrue statements, and to bolster up those statements by the cut price on the legitimate thing."

C. C. Arbuthnot said:

"This matter of maintaining prices in the relation of the manufacturer to the retailer is quite a different problem from the maintenance of prices by a combination of retailers with each other. This latter sort of thing might result in injury to the consumer, but if the manufacturer fixes the price it is quite out of the question to expect him to fix a price that will give the retail dealer an unreasonable margin. All the evidence we have seen goes to the contrary, that the price that will be fixed to him will be a price that will be fair in the distribution of these commodities."

Louis D. Brandeis in talking of fixing retail prices under circumstances with no element of monopoly, considered that as an independent manufacturer under competitive conditions, a man fixed the price at his own peril. If it was fixed too high, one of two things would likely happen; either the community would not buy it, or if it were bought despite the price some other individual would come along to share the

prosperity of the manufacturer—so long as the field is open to competition; the price consequently falling if there is no combination existing. "To fix the ultimate selling price," said he, "in a competitive business, is not a restraint of trade, but is on the contrary a stimulant to trade."

R. J. Bulkely, a member of Congress, looked at the question from the standpoint of the legislator, and in a logical manner handled the question from the outlook of the monopolistic manufacturer compared with the small manufacturer. He contended that it would be no value for the manufacturer who had a firmly entrenched monopoly, who was making a commodity required all over the country to fix the prices of his good in the hands of the retailer. His status would mean that since everyone wanted the product they would purchase and that if the producer fixed his price to the retailer it would make little difference in any case, as the community had to have the goods irrespective of the fact that the retailer handled them at a profit or otherwise. Viewing the matter as the small manufacturer he said:

"But suppose I am a manufacturer, without a monopoly, with-

out unlimited capital; suppose I am the kind of a manufacturer that most manufacturers are, and have to go up against monopoly, or against much greater capital, and I try to match against that capital some improvement in the art, some brains, and some enterprise. Then it is essential to me that I shall have the right to fix retail prices because the experience of commerce shows that when my retail prices are demoralized, then my retail distributors are discouraged, and the demand for my product is cut down; I cannot compete with my rich rival who owns his own distribution system; and the advantage is all with big capital, merely because of its size, and its greater organization."

Just Today

"Nowhere is the sky so blue, the grass so green, the sunshine so bright, the shade so welcome, as right here, now, today. No other blue sky nor bright sunshine, nor welcome shade exists for you. Other skies are bright to other men. They have been bright in the past, and so they will be again, but yours are here and now."—David Starr Jordan.



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well-known, widely advertised

HART-PARR OIL TRACTORS

Our 60 B. H. P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers. Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water or coal troubles. Uses cheapest **kerosene** for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT

Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie.

63 West 23rd St., Saskatoon, Sask.

1622 8th Ave., Regina, Sask.

The Chapin Co., 331, 8th Ave. West, Calgary, Alta.



Variations in Milk Testing

Frequent experiments have shown that one single test of a cow's milk is not reliable as an indication of what percentage of fat her milk normally contains. A great many well known causes affect the test, also some causes that are unknown at present even by the closest students. This "variation in the test" is one of the puzzles of the cow's individuality, and because of these puzzling variations it is advisable to take composite samples at intervals so as to ascertain the average test.

Some recent painstaking investigations at one of the dairy research stations in England with seven cows for two days, even covering such details as a separate test of eleven successive pints, three times a day, from the four quarters of the udder, show that while the average test with the cows giving thirty pounds of milk per day was 3.6 per cent, the variation was all the way from only six tenths of one per cent up to nine and a half per cent of fat.

This is clear proof of how misleading one single test may be. If the real earning capacity of each individual cow is to be com-

puted, it must be on the basis of her annual production of milk and fat less the cost of feed; regular weighing and testing give that knowledge which every factory patron should have of each cow he keeps.

The Humorist's Cow

Bill Nye, the famous humorist, once upon a time wishing to sell a cow in his possession, advertised her thus:

"Owing to ill health I will sell at my residence in township 29, range 18 west, according to Government survey, one crushed strawberry-colored cow aged eight years. She is a good milkster, not afraid of cars—or anything else. She is a cow of undaunted courage and gives milk frequently. To a man who does not fear death in any form she would be a great boon. She is very much attached to her home at present, by means of a trace chain, but she will be sold to anyone who will agree to treat her right. She is one-fourth Short-horn and three-fourths Hyena. I will also throw in a double-barreled shotgun, which goes with her. In May she generally goes away somewhere for a week

or so and returns with a tall red calf with wobbly legs. Her name is Rosa, and I prefer to sell her to a non-resident."

Dutch Dairy Methods

The most minute precautions are used in the model dairy farms near the large centres in Holland in order to produce milk having the greatest degree of purity, it being designed specially for consumption as fresh milk. Even the kind of food given to the cows and its quality are looked after so as to avoid digestive troubles which are known to affect the quality of the milk. Before milking, the hind parts and udder are carefully washed with boiled water and boric acid, and then the animal is taken to the milking room, this space being washed and disinfected once a day. The milk is collected in special sterilized buckets. In these establishments the personnel undergoes a medical examination to insure their being quite healthy, and they are required to put on a special jacket before the milking, also to wash the hands in sterilized water. In this way the milk is assured to be as free from germs as it is possible to have it.

Care of the Separator

A great deal of loss in the operation of hand separators might be easily avoided by a little better care of the machine. The great trouble appears to be due to the lack of knowledge that in operating a high speed machine a small error in care means a big loss in efficiency. This fact becomes more significant when the actual loss of butterfat in the skim-milk is determined on a cash basis.

With these facts in mind the Dairy Department of the North Dakota Agricultural College undertook to locate a few of the sources of loss and bring them together in a way to impress them upon the careless or unthinking operator.

The conclusions reached and the figures obtained are the results of a great many tests from a number of the leading makes of hand separators.

One of the most common losses in using the separator is due to not flushing the bowl when done separating. The loss is greater with some makes of machines than with others, however, unless a quantity of water or skim-milk is run through after the milk is out considerable but-

It's Good to Get the Money

And it's good to know how easily you can make good money through
the Sale of World Renowned

EMPIRE CREAM SEPARATORS

To People Who Want the BEST

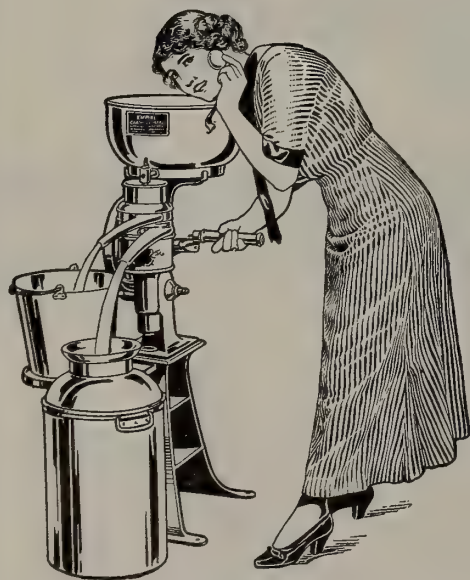
BALTIC CREAM SEPARATORS

To People Who Want the Most at Small Cost; and

STA-RITE GASOLINE ENGINES

To All Who Want Service Without Trouble

But it is better yet to know that with the money you make from the sale of these machines, you also win the friendship and future business of the people to whom you sell.



THE EMPIRE runs so quietly you can hear your watch tick while turning the machine at speed.

Please write us at once for our attractive proposition on this line of extra quality machines

The Empire Cream Separator Co. of Canada, Ltd.

TORONTO

WINNIPEG

terfat will be lost. The object in doing this is to remove the butterfat that may be lodged on the inside of the bowl and the spouts. The amount of butterfat so lodging will depend upon the construction of the bowl, likewise the temperature of the milk. Often when the milk is below 90 degrees F., or the bowl is somewhat colder than the milk much cream will adhere to these parts and will be lost unless the bowl is flushed with warm water or skim milk. Often it is a good plan to run a quart of warm water through the machine before starting to separate in order to warm the bowl. Care is necessary not to use scalding hot water for this purpose as it may cause the casing to adhere and clog the machine to the extent of losing considerable butterfat in the skim-milk. In determining the loss from not flushing nor washing the separator, the results were figured upon a basis of 5,000 pounds which is about the annual milk production for an average dairy cow.

The following results were obtained:—

Ave. p.c. B.F.		
lost in S.M.	.043 p.c.	.082 p.c.
Pounds butterfat lost		.73 lbs. 1.71 lbs.
Loss for one cow at .25c. p. lb.		.182 c. .43c.
Value for 10 cows		\$1.82 \$4.30

It may be noted that the skim-milk tested nearly double where the bowl was not flushed and represents a loss of 43c per year per cow.

Another not uncommon practice is that of washing the separator only once a day. When left unwashed from one milking to another much of the slime dries on and adheres to the parts very tightly, causing the machine to clog, thus decreasing the efficiency as the following figures indicate:

Per cent butterfat lost in S.M.		.018 p.c. .03 p.c.
Pounds of B.F. lost		.46 lbs. 1.20 lbs.
Loss for one cow at 25c lb.		.12 c. .30 c.
Loss for 10 cows		\$1.20 \$3.00

These results were obtained with new machines and the parts of the bowl being smooth did not collect very much dirt, but where the practice of washing the bowl but once a day is continued the parts become rusted and rough so much more material will adhere. While the loss with a new machine is rather small one must consider that the older the ma-

chine the greater the loss. It always pays to give any machine the very best of care, especially a high speed machine like the hand separator and more especially the bowl which is the very important part.

Agriculture in Morocco

In Morocco, on the north coast of Africa, we find interesting phases of agriculture. We find that France has largely colonized the country and is making great efforts to develop its agricultural possibilities. The property held by the natives usually consists of small areas, the sale value of the lands varying from \$5 to \$50 an acre according to the district. The country consists of wide areas of very fine land of varying composition, such as light marl, sandy soil and rich clay, the latter being the most fertile. Dwarf palm trees, which are widely distributed, are troublesome in breaking land, as this usually costs \$5 to \$6 an acre in spite of the low wages paid. This portion of Africa was once known as the "Granary of Rome," owing to the vast supplies of wheat that used to be grown there for Roman consumption. Evidences of great Roman cities can still be seen all over the country. Since those days the cultivation of the land has altered, the present race comparing poorly with the early Roman colonists.

All farming operations are nowadays carried on under primitive methods; the plow used by the natives is the fork of a tree, to which is affixed an iron tooth producing a furrow scarcely 3 inches deep. The seed is sown thinly over the surface of the soil and such an instrument as the harrow is entirely unknown. Reaping is affected by hand sickles of the crudest pattern, and the sheaves are transported on small donkeys and deposited on an open space, where the grain is threshed under the tread of mares and colts. The crops are never measured for purposes of comparison. The fertility of the country may be gathered from the fact that in spite of these primitive methods of cultivation it is estimated that one good year in five will render agriculture a lucrative enterprise.

Engine Salesmen Wanted

Two live travellers to sell Manitoba Engines. Salesmen who can make good. Apply to
MANITOBA ENGINES, LTD.
BRANDON, MAN.

DE LAVAL

CREAM SEPARATORS

Are Trade Bringers

Dealers who handle the De Laval invariably enjoy the largest separator sales.

The De Laval gives such splendid satisfaction to the user and is so much better liked and better advertised than any other cream separator that it is by far the easiest separator to sell.



The De Laval agency is a real asset to any dealer.

If you want the best known and the best advertised cream separator on the market write immediately about an agency before your territory is closed.

Big new Cream Separator catalog just out will be gladly mailed upon request

Other Profitable Lines for De Laval Agents

Silos The silo follows the cream separator. Canadian cow owners are rapidly coming to see their need of a good silo. More of our Ideal Green Feed Silos are sold in Canada than all other makes combined and you will find the agency profitable.

Dairy Supplies The agent who is selling cream separators and silos might just as well sell his dairy farmer friends their dairy supplies. We carry a very complete line, all of which are listed in our catalog.

Farm Supplies These include cow stanchions, litter carriers, gas engines, platform scales, spraying outfits, barn tanks and other farm requisites.

Creamery Supplies If there is a creamery in your locality why not get in touch with them and find out what they need. You will find a complete line of creamery supplies listed in our catalog.

Cheese Factory Supplies We carry a complete line and will be very glad to have an opportunity to quote you prices and terms.

It is our policy to carry a complete line of the various machines and supplies required in the dairy field, both in the factory and on the farm, all of which you will find described and illustrated in our various catalogs. If it is made or sold by De Laval you can rest assured that the quality is the very best.

SEND FOR COMPLETE CATALOGS

DE LAVAL DAIRY SUPPLY CO., LIMITED

MONTREAL PETERBORO WINNIPEG VANCOUVER

Shipping Farm Machinery

The never-ceasing effort of the progressive manufacturer to minimize waste motion in every department of production is well illustrated in the present change from man to machinery loading on the part of M. Rumely Com-

month, and now the Canadian North-West is calling for its share of rush shipments. Kansas City, Wichita and other southwestern and southern branches are keeping up the work as tractors are in demand for plowing.



Lifting a Separator Bodily at La Porte

pany, at La Porte, Ind.—the installation of a Gantry loading crane and incidentally a model loading yard equipment. Work 24 hours a day is possible with this labor-saving apparatus, which includes hundreds of big tungsten lights that turn night into day. Power for lighting and lifting comes from OilPulls in the test shed.

The big loading crane has lifted tons upon tons of OilPulls and separators this year and is still at it—every day and throughout many nights. The Dakotas kept the gang busy day and night nearly all one week, early this

But the rush shipments of carloads of machinery have no terror for the shipping department these days. Guess work has given way to sure dispatch. This mammoth travelling crane has a span of 68 feet, covering three tracks and two 14-foot paved roads and driveways. It stands 32 feet high above the ground—carrying a main and auxiliary hoist. The main hoist has a capacity of 40,000 pounds. The auxiliary hoist is capable of lifting parts weighing up to 3 tons, the crane having a total lifting capacity of 46,000 pounds. The main hoist, full load, has a lifting speed of 16

feet per minute. The auxiliary hoist, full load, 50 feet per minute.

Loading five cars at one time was the maximum under service in the old days. Today 45 cars can be stowed under the Gantry loading crane at one time.

The old loading platform was 245 feet long approached by a gradual incline, up which a traction engine pulled the machines to be loaded. Time and experience made experts of the loading gang, but the minutes it took them then are seconds in the operation today. In loading a separator from the platform to the car, with a crew of 15 or 16 men, ten minutes was good time. Today it is under two minutes from the time the chains are put

Nineveh, Babylon, Venice and Rome all grew to greatness from a similar source—fertilized and irrigated farms—and then fell to the pit of oblivion when the farmers ceased to observe stock raising as a feature of farming. Today, in the inland plains of Morocco you can find the ruins of granaries that held countless bushels of wheat that fed the ancient Romans, and you see arid plains that once were fruitful and were covered with golden wheat that was sent across the Mediterranean to Rome. Why, then, where once grain fields stretched for countless leagues should we have nothing but uncultivated land and the ruins of great granaries of massive masonry—the



Loading OilPull Tractors for Australia

on until the machine is on the car. Instead of 15 men, three form the crane crew—one in the tower at the switch, two below to adjust the lifting tackle.

We told of the three tracks spanned by the crane. There are seven tracks outside the crane span which can accommodate 150 additional cars for storage previous to or after loading.

The application of modern machinery to the loading yard these days, gives a pretty fair idea of the perfection reached in the dispatch of power-farming machinery orders coming into the Rumely shops from all quarters of the globe.

The Menace of Wheat Madness

If we study history we find that Memphis, the first great city of ancient times, a city that controlled the civilized world, was built up and made powerful because of the intense fertility of the farms of that region, made so by the judicious use of manures.

ruins of the bread basket of Rome? That is but one side of what time has produced, and today, in the Orient, we find land whose fertility has not waned for 4,200 years, but rather has increased, and to-day is producing four and five times as much in an acre as any land in America. Why, then, is this possible in a land that is originally an eastern and semi-desert country?

Again, consider the restricted acreage of the United Kingdom, where fertilizers and irrigation have made intensified farming a science, that yields a grain production which is greater per acre than any yield we have in Canada, despite our virgin prairie and immense acreages.

America to-day may be said to be the foremost commercial nation in the world, but that we may maintain our New World supremacy we must produce from the soil food to feed our people, and, if we produce a surplus for other nations, our power should be universal.



Mr. Dealer
Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works
Brandon Man.



BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000,

Offices throughout the civilized world.

Correspondence invited.

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OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont., Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta., Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

Already we have destroyed the natural fertility of much of our wheat lands by lack of rotation of crops and by applying no fertilizing adjuncts to the soil. Scientists advance theories and axioms that should be followed by our agricultural communities, yet they are unheeded, and proceed as formerly, getting reduced yields as year follows year. Let us consider what was done in one of the States of our neighbor—the State of Wisconsin. The soil of that State, because of continuous cropping, the neglect of systematic rotation, and the application of organic matter, had become emaciated and her vegetation withered. With the advent of the dairy cow a new era of prosperity was entered by that State, and to-day Wisconsin stands first in number of dairy cows; 1,504,000 on the farms and a goodly number in the towns and cities produced last year 150,000,000 pounds of cheese, about one-half of all the cheese manufactured in the United States, and 131,049,000 pounds of butter, the two products having a market value of \$60,000,000. The increase in their superior breeds of live stock brought the total products close to \$100,000,000.

While the Wisconsin farmer has secured millions of dollars from his dairy products, he has reduced plant food exhaustion to a minimum and, by applying manure from purchased feeds, planting legumes and rotating crops, has increased the fertility of his lands to a remarkable degree.

From eighty to eighty-two per cent of all the plant food removed from the soil by the feeds eaten by the live-stock is returned to the soil in manures and, if legumes (especially clover and alfalfa)

are grown in rotation with grains and corn, the loss is infinitesimal. Legumes not only secure their own supply of nitrogen from the atmosphere, but a considerable amount is deposited in the soil through roots and stubble, leaving the soil richer in that valuable element than it was before the crop was planted.

It should be a point never forgotten by the dealer that whatever he does in an educative way among his customers is beneficial to his province and his country. He should be a student of agriculture as well as a dealer in agricultural machinery, and should strive to make it clear to the farmer who is too ignorant, bigoted or short-sighted, that mixed farming and proper rotation is essential to Western Canada at the present day. The persistent growing of cereals is not essential to the business of the dealer. In mixed farming and proper fertilizing a great field for business awaits him, and the result will, beyond the shadow of a doubt, be of the greatest benefit to our Dominion as a whole.

A New Sheaf Loader

A patent has recently been granted B. H. Nelson, of St. Thomas, N.D., for a combined motor truck and shock loader. The inventor claims that this innovation promises to revolutionize threshing operations. The invention is combined in such a way that it is claimed one truck loader can supply all the bundles and keep the separator in operation. It eliminates all bundle teams and pitchers, saving men and time. The machine is also constructed so that when it comes to the separator the load is dumped on the ground without the necessity

of a stop. The shocks are picked up cleanly and with very little waste of grain. If the mechanism fulfils the claims made for it by the inventor it should be a valuable adjunct to farming during the threshing season.

A New Auto Tractor

J. P. Barker, an inventor of Los Angeles, Cal., claims to have invented a combination comprising a thresher, a plow and also power for harvesting, in addition to hauling the crops to the market. He has designed the machine itself and also the power engine embodied in its structure, a Homer engine which contains only eleven moving parts in a 70 h.p. motor, as against the 200 to 800 parts usually found in all other six-cylinder motors.

The auto tractor, as the machine is called, is built on the lines of an automobile, is only four feet high, thus permitting its use in plowing orchards without interfering with the trees.

The power in this auto tractor is applied to all four wheels, so that all are drivers. This is accomplished by direct transmission and chain drive. The machine is adapted to meet the conditions of the roads over which it travels; no matter how rough or uneven.

CORRUGATED IRON

is the ideal covering for
**Barns, Granaries &
Implement Sheds**



Fire, Lightning, Wind and Weather
Proof

Durable as the Building itself
Applied direct to Rafters or Studs

DEALERS AND AGENTS

get handling this line. Write us for
Selling Outfit, Catalogue and
Dealers' Discounts.

There's Money in it for you!



**THE METALLIC
ROOFING CO.
LIMITED.**

MANUFACTURERS.

WINNIPEG, MAN.

Head Office: TORONTO, ONT.

C53



Grasp this Opportunity!

Here is a chance for a few wide-awake Implement Dealers to make money. We have a few presses left, and are clearing out our stock of the

David Bradley Double Cam STEEL HAY PRESS

These are the simplest presses ever made. No intricate mechanism; just a plunger, a double cam and a plunger draw. Strong in every detail, they are sure sellers.

**WE OFFER THESE AT A PRICE THAT WILL OPEN
YOUR EYES, MR. DEALER. WRITE AT ONCE.**

A. C. McRAE

407 William Ave.

WINNIPEG

Mr. Implement Dealer!

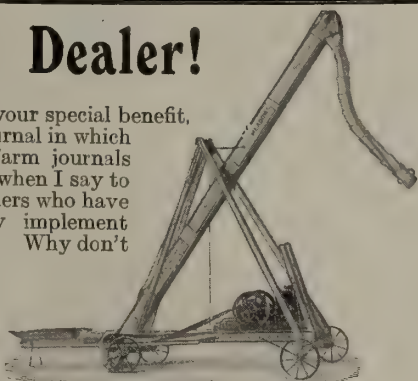
THIS advertisement is inserted for your special benefit, but it is not the only paper or journal in which it is placed. All the leading farm journals also have had this advertisement, and when I say to you Mr. Dealer, that there are 50 farmers who have answered my advertisement to every implement dealer, isn't it time that you wake up? Why don't you write and get some information?

Do you know what can be accomplished with a Grain Elevator like this?

Are you aware of the fact that it will save the farmer from \$15.00 to \$40.00 a day, according to circumstances? How do you expect us to market these goods? Are you not aware of the fact that it is your indifference that has driven the manufacturers and jobbers to market their goods either directly or through mail order houses? No doubt you think that as an implement dealer you are entitled to the business in the implement line. We think so, and if we did not, you would not see this advertisement. Are you doing your share? If you had been wide awake to your opportunities you would now have the names of the farmers in your community who have written us.

NOW, WHAT ARE YOU GOING TO DO ABOUT IT?

HENRY RUSTAD, 325 William Avenue, Winnipeg, Man.



THE MEADOWS ELEVATOR

What Ails Canadian Dealers?

In Western Canada we are ever ready to talk of our progressive spirits and our aggressive methods of pursuing business. We quote figures showing an advancement in the last decade in this line or that, we point to the farms of the prairies and talk sentimentally of the days when "all this was a howling wilderness." Such a spirit is excellent in a nation and in a body of business men, yet in some respects we have got room for improvement and advancement, and in few callings is this more true than in respect to retailing farm implements.

The dealer may deride these words, but if he honestly confronts the question he must admit its truth. While there are a great proportion of implement dealers who are shrewd, astute and open to every chance of booming their business and of advancing the status of the trade as a whole, there are men who are content to stick to their little business, carrying it on in any guess work way that seems best to them, following the footsteps of their fathers, small-minded and self-centered. The very size and freedom of the prairie provinces ought to purge such a soul out of a man, yet it does not seem to, for we find them in only too many localities, content to sit, mediocre dealers doing a mediocre business. It is this lack of snap or ambition that is the greatest defect in many of our Western dealers. If he does not believe these words, the proof is simple.

Take in your hands a map of North America, fold it along the international boundary line so that the states to the south fall at the back of the three provinces, Manitoba, Saskatchewan and Alberta. Take a pin and prick along the outline of these prairie provinces—north, south, east and west. Then open up the paper and line with pencil your pin pricks. The result will give you a comparative idea of the number of states that you cover by the area of the three provinces mentioned. "What is the idea, anyhow?" you ask.

The idea is this. Consider the number of dealers in these states, their local clubs, their retail implement dealers associations, their educative movements and efforts towards cost education, their enthusiasm and their co-operation in any matter pertaining to the welfare of the retail



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, SEPTEMBER, 1913.

implement trade. They attend local and district fairs, they advertise their products, keep in touch with their trade paper, cling to their association and assimilate competition by brotherhood and friendship. In each of these states this exists. Consider the relative area of the states and the provinces mentioned, and the cohesion that exists in the one compared with the apathy that exists in the other. Self evident situations require plain talk, and the fault does not lie in the size of the provinces, in distance, dimension or magnitude, but rather in the men involved. It is only by the dealer awakening to some sense of collaboration and co-operation that the trade will get out of its present rut in Western Canada. Extraneous assistance seems to be futile, the improvement or otherwise lies in the dealer himself. If he is content to go on in the same old way nothing can make any difference, not even the example shown by dealers in other communities—men who are alive to the best ways of advancing their calling and building better business.

Appreciation of the Employee

Too few of us ever realize the value of expressed appreciation as an aid in the successful handling of our employees. We never realize the importance of the ap-

preciative word at the right time, and we are all too prone to be thoughtless in observing the little amenities that lubricate the machinery of life. Many men do not expect much in the way of appreciation—they do their work and think nothing of external comment upon it. Yet there are many who are faithful and diligent in service who are greatly aided by a mere appreciative phrase regarding their efforts. It spurs them on and if they possess a negative personality, gives them renewed confidence in their personal efforts. It costs so little for an employer to say: "Well done," yet there are many men who have only eyes for the faults and shortcomings of their help, never for the good, honest efforts that go to build up their business, for every employee is an adjunct in your store, however humble his capacity. Men are anxious to work for the fellow who gives whole-hearted credit where credit is due, and such employers are always able to get good men on their waiting list. Any head of a business can very often do more good by the exercise of sympathy than by his own efforts, and he renders humanity a more lasting service by the recognition of merit than he could ever by the straining efforts of his personal ambition. Do not be afraid to tell your help that the job was well done. It will hearten them and will at the same time raise you in their estimation as an employer and as a man. In praise you lose no dignity if the praise

is worthy, and especially in the case of youth, the judicious word of appreciation does more than leagues of invective.

Unfair Representation

"We make a good line of goods and are entitled to representation in every good town."

The aboveremarkable statement was made by a manufacturer who had, in his eagerness for representation in a town where he had never been able to get a foothold, violated well established trade rules.

Here is one of the troubles underlying the unsettled condition of the implement business. In the first place there are not enough dealers in even the most prosperous town to represent all of the first class lines of implements manufactured. The manufacturer who assumes that because he makes a good line of goods he is entitled to representation, even though the field is covered, and sets about getting it by any available means, is inflicting injury upon the retail trade that is hard to overcome." These words from the Implement Dealers Bulletin touch on one of the main features in implement dealers' associations. Such bodies enable the dealer to protect himself against practices of the type quoted, and in districts where no such associations exist the dealer has to grin and bear what he has no power to prevent. It would seem, however, that many implement dealers are born with an absolute aversion to the fundamental idea of all co-operation—that union means strength.

The Problem of Spoiled Work

Every large industrial plant has a yearly problem to consider, that of spoiled or "scrapped" work. Nowhere is this problem more acute than in the factories where gas engines and automobiles are produced. In these mechanisms the standard of accuracy is necessarily set very high, yet there is a great proportion of this "scrapped" work which is quite good enough for ordinary usage. In short it will give first-class service without first-class refinements, such as absolutely noiseless action, for example.

It is obvious that the workman cannot be saddled with the cost of spoiled work, and as it amounts to thousands of dollars value in a year to utterly scrap it would be a heinous waste of time and material. A recent article in the American Machinist

contains an excellent suggestion to sell this spoiled work as "seconds." The writer reasons that since there are seconds in tires and auto accessories, why should there not be an inferior grade of motors, transmissions, etc.

A high-grade car requires parts made to absolute accuracy and a silent engine must have accurate cams and gearing. A quiet and well-balanced transmission and rear axle gearing must be rigid and accurate in every size and detail.

Good automobiles can be made and are made with motors which are not so quiet and transmissions which are not noiseless, but which run very well and give lots of service. Quiet running is one of the refinements which costs money because it requires very accurate work. Such a suggestion opens a field for a lot of parts outside the first class zone, yet quite safe and serviceable for usage. The using of such parts would enable a serviceable car to be produced at a low price. All such parts could be plainly stamped "seconds" and could be sold as such at a fair price, thereby saving the maker money and the purchaser the high price of the first class part. They would be advertised only as what they were and nothing else, and for the buyer who did not desire absolute silence would open a way to considerable economy in auto purchasing or repairing.

The Bank of Time

No statements are ever rendered by the Bank of Time; no one ever knows his available balance. It may be checked against freely as long as it lasts, but no one can tell when his final check will go to protest. The most productive capital a man has is time, no other capital yields so generous a return when properly invested. Therefore, to waste time is to waste more than money, for in wasting time we dissipate that which can be made to bring us every other thing that is desirable. The trouble is that in wasting we never know how near the end of our account we have come and our checks go to protest when we least expect it.

The Destruction of Capital

For the past year, owing to varied causes, the stocks and bonds in both Europe and America have suffered a great decline. Short-sighted economists might argue that this means little, that the actual wealth which these securities represent is as great as it was at the highest quotations, yet this line of reason-

ing is scarcely logical. If you impair in any way the earning power of capital, or its faculty of reproduction, it is axiomatic that you make serious inroads into the capital itself. That great philosopher, John Stuart Mill, wrote:

"The greater part of the wealth now existing in England has been produced by human hands within the last twelve months. A very small proportion of the large aggregate which is now in existence existed ten years ago. The land subsists, and the land is almost the only thing that subsists. Everything which is produced perishes, and most things perish very quickly. Capital is kept in existence from age to age not by preservation, but by perpetual reproduction."

These words are obviously an exaggerated view of the matter, yet should we consider any schedule of national wealth we must concede that the words of the philosopher are pregnant with logic. In a nation we have land, gold and silver. Beyond these all that we possess is a product of recent years and is daily suffering deterioration, rapidly becoming eliminated. Live stock, agricultural products, manufactured goods, machinery of all kinds, tools, railroads, shipping; all these are, in varying speeds, either used, consumed or worn out. Scarcely a single yard of a railway that was laid twenty years ago is still at the service of rolling stock. It has to be replaced as it wears out, it has to reproduce itself constantly. The same reasoning applies to all capital with the exception of land. The whole scheme of steam locomotion, transportation, shipping and manufacturing machinery is constantly being replaced by new units. It would seem, then, that capital can be destroyed, as well as aught else, by merely cutting off its earning capacity, which is a point that is not usually thought of in the consideration of things financial—such as the lowering of railway rates or any such diminution of profits.

A Novel Attachment for Hay Presses

A novel automatic attachment for hay presses has been invented by a resident of Ottawa, Kan. The attachment consists of a bell which notifies the feeder when enough hay has been fed for a bale. The bell can be arranged for bales of various sizes. The new invention is being made by an Ottawa foundry.

A Winnipeg Manager



S. C. Olson

We reproduce above a photograph of Mr. S. C. Olson, who is now branch manager for the Rumely Products Co., at Winnipeg, having succeeded W. J. Thorpe who lately accepted a position with the Nebraska Moline Plow Co. Mr. Olson is well liked and widely known in the engine and thresher business, having had a wide experience in this sphere of business activity. He was for a considerable time with the J. I. Case Threshing Machine Co., and also with the Nichol & Shepard Co.—two well known thresher concerns; and for some time previous to his appointment to the position which he now holds was engaged in the real estate business. We welcome him to this responsible position, for which his wide experience peculiarly adapts him.

Consider Your Customers

Have a thorough knowledge of your goods, also of the other fellow's goods. Learn how they are made and when, and who makes them. Respect your customers' desire to know and fill him up with information.

Use plain language. If you are selling automobiles don't talk about carburetors and reciprocating dudads and compound thingumbobs. Go somewhere and learn the English for these things, and how to make them clear to a washwoman. Never use a term when there is any doubt whether the customer understands it. We don't like to be made to appear ignorant.

Be candid. Do not conceal things. The thing you have to sell has certain merits; it ought to sell on those. To sell a thing upon merits it does not have is poor policy.

Personal

J. H. Virtue, formerly an implement dealer at Cayley, has sold out his business at that Western point.

W. G. Campbell has taken over the implement business at Minnedosa formerly managed by W. Drummond.

Claude Mellor, formerly an implement dealer at Bender, has sold his business to a retailer named B. Forrest.

The Metallic Roofing Co., intend to erect a new warehouse in Winnipeg, the building to cost in the neighborhood of \$30,000.

William Groat has enlarged the business possibilities of Loverna by opening a retail implement stand in that Saskatchewan centre.

A change has taken place in the Southern Alberta Motor Co., Calgary, C. Traunweiser having severed his connection with the business.

A new company, now carrying on an extensive implement business at Notre Dame D'Auvergne, is known as the Ponteix United Agencies.

Two partners, named McDonald Bros., have taken over the implement business at Wawota, formerly carried on by David Keillor.

A new concern specializing in tire treatment was recently incorporated in Winnipeg, doing business under the heading of the Tire Tonic Co.

We regret to note that the implement store of W. H. White, Maryfield, has been burned out during a conflagration that swept part of that town.

The well known Winnipeg automobile concern, the A. C. McRae Co., has had a change in its management. In the future the firm will be known as McRae & Griffith.

W. Richardson, who carried on a retail implement business and a coal warehouse at Chaplin, has sold out the coal business, concentrating his energies on the cleanest line of the two.

A new implement concern, extending the business energies of Gravelburg, is that of Fowler Bros. & Wilson. We wish this trio every success in their business departure at that Western point.

E. E. Parsonage, of Deere & Co., Moline, Ill., reports that the factories of the company at that city are very busy, as there are

500 men employed in the wagon factory and about 150 men in the lumber yards. The working hours are $10\frac{3}{4}$ per day, these full days being likely to prevail for some time.

H. F. Anderson, of Tudhope, Anderson & Co., Winnipeg, has just returned from a trip to the south, during which he spent some time at Chicago and Rockford, Ill., and also at the Twin Cities.

We regret to report a serious loss by fire, sustained by Thomas Young, a hardware and implement dealer at Briercrest. The establishment was completely burned out and was only partially covered by insurance.

Two new threshing machine concerns have recently started in the West, the town name being synonymous with that of the concern in either case. They are the Rainton T. M. Co., Ltd., and the Vanguard Thresher Co.

H. M. Blake, formerly manager of the Parlin & Orendorff Co., Minneapolis branch, who has for some time been conducting special work for his company at Canton, Ill., during August resumed the management of their Minneapolis branch house.

C. S. Funk, president; M. R. D. Owings, vice-president; Dr. E. A. Rumely, secretary, and other officials of the M. Rumely Co., recently made a tour to the various plants of the company with a view to determining the output of products for the ensuing year.

A company has been organized, and will build a factory in Belleville, Ill. Their specialty takes the form of a self-sharpening plow, and they state that a number of stringent tests have fully demonstrated the practicability and usefulness of their invention.

H. W. Hutchinson, general manager and vice-president of the John Deere Plow Co., Winnipeg, accompanied by David Drehmer, secretary and general sales manager, are at present attending the annual convention of branch house managers of Deere & Co., at Moline, Ill.

A new company, recently incorporated under the laws of Manitoba, is the Dunmore Tractor and Implement Co., with stock amounting to \$200,000. The principal shareholders are W. J. Donovan, A. M. Doyle, F. M. Hetherington and John Christopherson, Winnipeg.

The Pioneer Tractor Co., has opened an office in Detroit, Mich., for the production of agricultural

tractors, the machines to be assembled in Calgary, in an extensive factory now under construction. This company is a Canadian concern, capitalized at \$2,000,000, and is an outgrowth of the company of the same name of Winona, Minn. The president and general manager of the Canadian Co., is E. M. Wheelock. The new works open shortly.

M. H. Davis, secretary-treasurer and general manager of the La Crosse Implement Co., Minneapolis, has resigned his position with that concern after being connected with the La Crosse interests for some thirty years. Mr. Davis has been forced to take this step on account of his health giving way. He will be succeeded by B. F. Hamer, who was recently with the P. & O. Plow Co., of Minneapolis.

For many moons we have preached the policy of local advertising by the dealer, and it is of the greatest interest to see a firm who blaze a trail in this direction—which is of the utmost importance to every dealer. The Perrigo Implement Co., of Swift Current, some little time ago made history by a full page ad. in the "Sun," a local weekly newspaper. Better still this enterprising concern did not stop at that. They bought over a thousand extra copies of their medium and mailed them out to their prospects. This is the sort of procedure that builds trade, and we feel certain that the Perrigo Co., will find that the bread they cast upon the waters will come back swollen to nice orders with lots of the best kind of "dough."

Carl P. A. Friberg, for the last thirty-three years with the Deere & Mansur Co., Moline, Ill., died recently after a six months' illness through paralysis. For the past ten years he was head of the experimental department of the company and in his passing the implement world loses a man who possessed inventive genius in a marked degree. He held many patents, and many of the perfecting details of Deere machinery emanated from his brain. He had been connected all his life with farming machinery, passing his boyhood in the blacksmithing shop of his father in his native land of Sweden. Since 1903, Mr. Friberg has spent much of his time in travel, his work carrying him into all parts of America in his study of varying soil conditions that he might adapt the Deere line to the needs of widely severed districts on the continent.

The Trade Paper and Advertisements

Right today the public have at their command a mass of literature of all kinds, such as no race has had in the known history of the globe. Apart from fiction, biography, travel, science, etc., there are produced at the present day an enormous number of trade publications in connection with all sorts and conditions of businesses and callings. Whether a man be an irrigation engineer or an implement dealer he has at his command publications that are published in connection with his own particular line, commenting on what is a matter of daily interest to him, and a matter of daily necessity. Yet among all these myriads of publications how many men of all their readers consider the advertising pages.

The average man today buys a fifteen cent magazine, grasps the actual pages of reading matter, compares them with the advertising pages and curses because he has got so little reading matter for his money. Anyone, even remotely connected with the marketing of any publication, knows that the advertisements are a virtual necessity for its life, and when one thinks of the work expended upon them it seems a great pity that they are not studied more by the general public.

We may assume that the average business man looks over the advertising pages of publications connected with his own business—if not he is certainly not keeping in touch with his line of business as he should. The aim and object of the trade paper is to keep in circulation all that is latest and of most interest in its particular line. It has a wide opportunity for collecting news of such as the individual could not have. Its advertisements are up-to-date and original, and the implement dealer who reads the advertising pages of his trade journal will invariably find facts about different lines that he may handle that provide him with good selling talk. The various implement firms usually give their advertisements argumentative points that are more or less applicable as selling points from the selling standpoint of the dealer. Advertising pages are usually of the greatest interest; in the modern magazine their artistic effect alone attracts the attention of the casual reader. Furthermore, the advertising pages of the modern trade journal and magazine are even more carefully edited than

are the reading columns. It is a small matter of ordinary courtesy for the dealer or for any prospective purchaser in any line when he writes a firm regarding some machine or commodity that they have advertised, to mention the name of the journal from which he extracted his information. Nothing is lost by such courtesy, and happily it is getting more common as the years pass by.

A good many men taking one or two trade journals think that they are well provided for. This is not necessarily so. We believe that every business man ought to have a journal covering each line of business or work in which he is interested. If a man is going to do business intelligently, he must have the current literature about the business in which he is engaged, otherwise he will surely fall short of success. A man must know what is going on in the outside world in all lines in which he is interested. He must keep up with the times.

More Peculiar Warranty Legislation

Fresh upon our memory is the freak legislation that Alberta produced with regard to the warranty of implements and threshing outfits—a law that impelled some of the thresher concerns to withdraw from that province. It is, therefore, with interest that we note a statute in North Dakota which has a wonderfully similar tang in its clauses, and history seems to repeat itself. Farm Implement News reports considerable discussion at a recent meeting of the National Association of Thresher Manufacturers, held in North Dakota regarding this warranty law, which takes out of the hands of buyer and seller the privilege of agreeing upon certain terms of the warranty on any article. They say:

"Regardless of any contract into which buyer and seller may enter, the law gives the former a 'reasonable time' in which to discover and report breaches of warranty, that is, defects in workmanship or material, or in the ability of the machine, if it is a machine, to do the work for which it is intended. So far, so good; nobody objects to a buyer having a reasonable time for the purpose indicated. Implement manufacturers would be the last to question this provision; but the law

further provides that the question of what constitutes a reasonable time shall, in cases taken to court, be for the jury to decide; hence, if a buyer is sued to recover the price of a machine which he has condemned with ulterior motives after long use, the jury will determine whether his report of the breach of warranty was made within a reasonable time. As the law also provides that the question shall be one of fact there can be no appeal from the jury's finding.

Thresher manufacturers feel that this law paves the way for unscrupulous buyers to evade payment of their obligations and some of them are seriously considering the withdrawal of warranties on machines sold in North Dakota. In fact, one of the leading thresher concerns is using a form of contract containing the words, "The machine sold under this contract is not warranted." Presumably the company's legal advisers have suggested this plan.

It was stated at the meeting that the absurd bill was introduced by a member of the legislature whose brother had been sued by a threshing machine company after he had refused to pay for a machine he had used several months and then reported that it was not capable of performing service equal to the warranty. As the time specified in the contract for reporting breaches of warranty had long since passed, judgment was obtained by the manufacturer.

Referring to Bill No. 82 of 1913, as passed by the Alberta Legislature, entitled "An Act respecting Agreements for the Sale of Farm Machinery," we find the following provision.

"No covenant, proviso, stipulation or condition in any agreement (whether under seal, verbal or written) shall be binding upon the purchaser of farm machinery, provided a court or judge shall decide or declare, that such covenant, proviso, stipulation or condition is, under all the facts and circumstances of the case, unreasonable."

The last word in the clause quoted above seems to fill the whole bill, and, although it has not so far leaked out, the drafting of Bill 82 in Alberta may also have had behind it "a deeper, fuller meaning," emanating from the influence of an individual or individuals who also sought to evade payment by not acting up to the letter of the agreement in purchasing farm machinery.

It comes much harder for some people to spend money than to make it.

Fire Protection in the Store

The elimination of the possibilities of a fire starting in the store is a thing that every dealer or hardware merchant should consider. The remarks of an insurance inspector on this very point are most pertinent. He says:

"The one thing that I find most common with hardware dealers that needs watching on the part of the merchant is the drippings from the oil barrels which are usually kept in the basement.

Many dealers in order to absorb this oil which is spilled, scatter shavings or saw dust which is very dangerous because:—providing a little waste or cotton cloth with some moisture is left, spontaneous combustion is very easily generated from this source. Merchants, therefore, should be warned that saw dust and shavings should never be used for this purpose.

Another very dangerous condition I find is where there is a wooden floor in the basement. The boards are usually laid on 2 in. x 4 in. timbers and in time these boards not only become saturated with the oil but the accumulation of dust and dirt in the cracks, absorbs some of this oil and is very liable to generate a

fire underneath the floor. This will quickly mount unto a disastrous fire on account of their oil-soaked condition.

The proper way to handle oil is to have made a galvanized pan, 12 in. or 18 in. wide, 2 in. deep and long enough to accommodate all the barrels in that row, to catch all the drippings and in which the measures may be kept.

Most hardware stores are kept very tidy and clean, but some merchants are careless and throw their packing boxes with straw and shavings into the basement, very materially increasing the hazard of their risk.

Rogan on Co-operation

Th' very use iv th' wurrd is turnin' co-operation into a joke. Near ivra man what is higher up, an' they is moighty few what is so low down as not to be higher up thin some others what is lower down, is usin' th' worrud to not on'y cover his own rayfusal to co-operate, but also to acshuly deceive himsilf into belavin' thot his own silf-sacrificin' offers iv co-operation is bein' rayfused. Roight there, roight in thot t'ought comes th' first big mistake. If a thin' daymands silf-sacrifice it ain't co-operation. Co-operation does not daymand thot

th' cooperators be equal in station, money, or anny material thin', but it does daymand thot they be absolutely equal in freedom iv t'ought, an' they cannot be freedom iv t'ought without freedom iv mutually rayspictful ixpression iv opinion

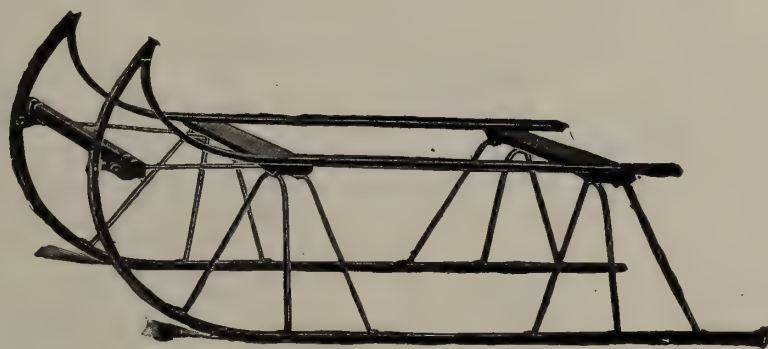
"How near do ye or th' majority come to practicin' anny sich co-operation is thot? How manny toimes does th' boss say, 'I t'ink,' to th' once thot he asks a clerk, 'What do ye t'ink about it?' Yis, an' more nor thot, most iv ye practically siz to th' min below; th' stock jobber sayin' to th' manyfacsherer, th' manyfacsherer sayin' to th' wholesaler, th' wholesaler sayin' it to th' dealer, th' dealer sayin' it to his help, an' th' help yellin' it at aich ither: 'Ye poor, ignerant scum, do what I tell ye, an' do it whin, how, an' where I tell ye, an' don't ye open yer'r head to talk back to me, or I'll foire ye f'r rayfusin' to co-operate, an' I'll read a paper at th' nixt meetin' iv th' organization on the subjeck iv lack iv co-operation in th' trade."

—Implement Age.

Advice is a lot cheaper than information.

To give your customer satisfaction is not enough; you must give yourself satisfaction.

KAZOO CUTTER GEARS



The Kazoo Gear Set Up

CAN convert a buggy into a cutter with a few minutes time (and a monkey wrench).

Will take any size body up to 28 inches wide.

Draw bar is firmly and securely attached and can be used either straight or side hitch.

So constructed that regular buggy shafts can be used.

Finely finished in English Medium Red and neatly striped.

Very neat looking and a quick seller.

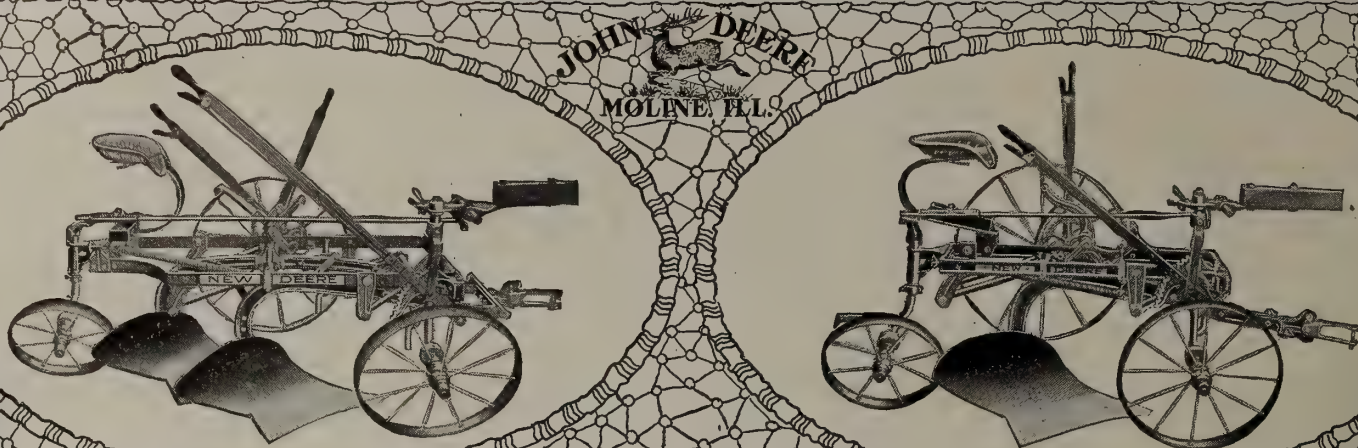
Weight 50 lbs. Shipped in the knock down.

Freight on two no more than one, try two and it will mean pleased customers and more business for both of us.

WRITE FOR OUR CATALOGUES

D. ACKLAND & SON, LTD.

Winnipeg, Man.



LIGHT DRAFT NEW DEERE SULKY & GANG

Repeat Sales Determine Your Profits

If you sell only one implement to a customer, where does your profit come in?

But if you sell that customer all his implements your profit is worth while.

Repeat sales are the profit makers—always.

Satisfied customers mean Repeat Sales.

Quality goods will satisfy your customers.

New Deere Sulky and Gang plows are quality plows; sold as such and so known to your customers.

The name "John Deere" on an implement fixes the quality and has done so for seventy-five years.



We have an illustrated booklet describing the New Deere Sulky and Gang. Ask us for it.

John Deere Plow Company Ltd.

Winnipeg

Calgary

Saskatoon

Regina

Edmonton

Lethbridge



The Hay Press Farmers Buy Is the Hay Press to Sell

HERE is the press that is readily sold the farmer, as it bales his hay easier, better and at less expense than any other baler he can buy. A press that combines more features to increase capacity and decrease labor than found in any other baler. A press light in draft, yet exceedingly strong and durable. Consider the following qualities that go to make this press the best on the market:

Pull Power

On the Dain, the plunger is pulled instead of pushed, while bales are delivered in front instead of toward stack. This makes it possible to place the press at center of stack—the most convenient point to pitch to.

The advantage of this is self-evident. Less help is required on the stack. At least one man is done away with, which during a season's work amounts to quite a saving. And, too, all the stack can be baled at one setting.

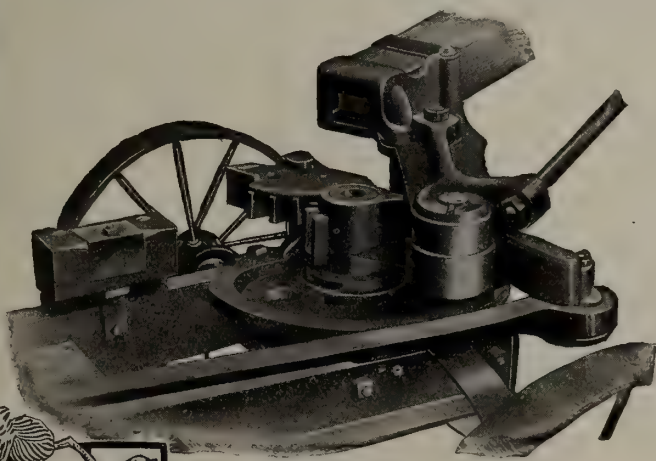
Man pitching to press can stand on ground. This adapts Dain to baling in field from windrow or cock.

Tying case is convenient height for man wiring bales. He does not have to climb over press or kneel to tie wires, and has clean place to work.

Delivery of bales to front keeps them out of dirt and chaff of pitching.

Self Feed

Does away with hand feed and increases capacity. It carries the hay from hopper into pressing chamber. It is positive and automatic in action. Feeder is connected to and operates with press plunger. Team furnishes power for its operation.



The Press Power

Feeder will carry a larger amount of hay into press chamber than is possible by hand, which enables a great increase in capacity.

Guide links control feeder head so it works straight into and out of press chamber. This insures hay being carried well down into press, which is necessary to have neat bales.

The most notable feature of the Dain self-feed is its simplicity. There are no chains, springs or complicated mechanism, so no long delays from being out of order or breakage.

Compound Leverage

The working principle of press power gives team the advantage of compound leverage for operating plunger. This makes the Dain the most powerful press, and yet the lightest in draft.

The illustration at the left shows the extreme simplicity of press power. You who have had experience with the intricate parts of other presses, will instantly recognize the advantage of this. No springs, cams, triggers or chains to burden the horses and get out of order.

This simplicity of the Dain Power makes it durable and not easily disabled, so costly delays are done away with.

Light Draft

No heavy pitman for horses to step over, lightens draft, and overcomes a great danger. This also increases capacity, as horses do not have to slow up to step over high obstruction.

Top price bales are always insured by the Dain patent tucker, it automatically folds each charge of hay, making neat, smooth, square-ended bales. Tucker also prevents hay from wedging between plunger and top of bale case and lightens draft.

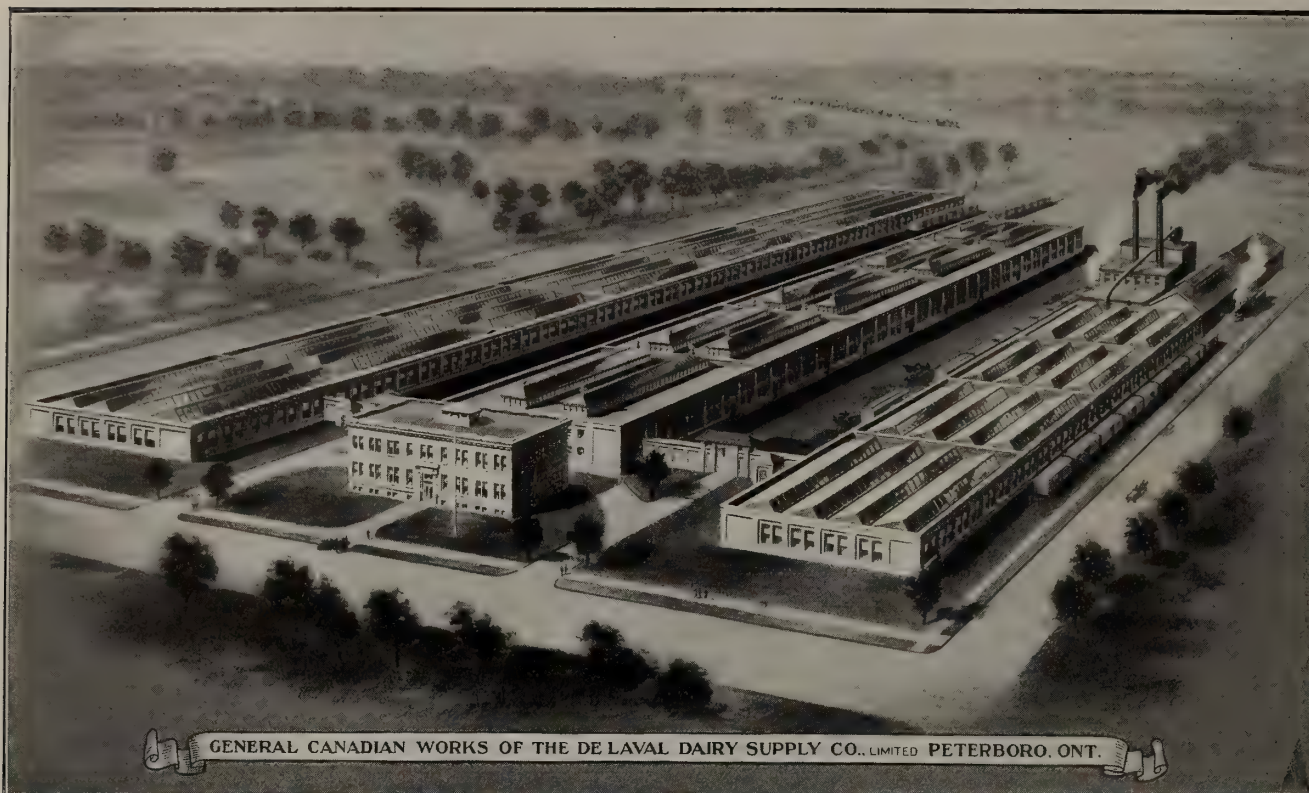
You cannot find a hay press that will contain near the number of devices for saving labor, increasing capacity, giving greater durability and giving satisfaction, as found on the Dain.

Quality and service are the things your customer remembers—they are what give him satisfaction after years of use. Every hay press you sell is an advertisement. Whether good or bad depends on how it pleases your customer after a year or more of use.

John Deere Plow Company Ltd.

Winnipeg Calgary Saskatoon
Regina Edmonton Lethbridge

New Canadian Factory for De Laval Co.



The name of De Laval is synonymous with cream separators and dairy supplies, and many of our readers who are connected with the distribution of the product of the De Laval Dairy Supply Co., will find the greatest interest in the accompanying photographic reproduction of the new factories and general offices of the De Laval Company, located at Peterboro, Ontario. This group of factory buildings, now rapidly nearing completion, is one of the finest plants of its kind in the country. The two wings to the right of the illustration are already completed, all the machinery being installed, while they have been in full operation for several months. In the office building, situated in front of the centre block, is located the headquarters for the entire Canadian business of the company.

The construction of the buildings throughout is of the most modern type, of saw-tooth roof construction, affording maximum light and ventilation; the materials used are concrete, brick and steel, and the buildings and equipment are designed with a view to turning out the highest grade of goods from both the standpoint of workmanship and material.

The group of factory buildings is situated in a plot of land covering fifteen acres, which allows ample room for future expansion.

Some idea of the magnitude of the plant will be conveyed by the fact that over a mile of private railroad tracks is required to

serve this group of factory buildings.

In this plant the company will manufacture De Laval Cream Separators, Ideal Green Feed Silos, "Alpha" Engines and a full line of creamery, cheese factory and farm supply machinery. In choosing the location for their new home, the De Laval Dairy Supply Co., were largely influenced by the convenience of transportation offered by the City of Peterboro, located some 70 miles northeast of Toronto on the C.P.R. and the G.T.P. systems. In addition to these general offices and factories in Peterboro, this well known dairy supply company have offices in Montreal, Winnipeg and Vancouver, and warehouses for distributing purposes in Calgary, Edmonton, Regina and Saskatoon, thereby facilitating their service.

The company have a firm belief in the future of the dairy industry in Canada, considering that very soon the Dominion, instead of importing dairy products, will be seeking an outlet for them in foreign markets. In endorsement of their belief, they have provided for the increased requirements of Canadian farmers by the erection of the factories herein described, making possible a great expansion of their dairy supply business in the Dominion.

Writers seldom write the things they think. They simply write the things they think other folk think they think.

An Essay on the Engine

By C. Y. Nicus.

The gas engine, called by high-brows and social uplift organizers the internal combustion engine, is found in almost every corner of the civilized world and in the stores of several retail implement dealers.

It is a compound of mathematical calculations, cast iron, hot air, advertising, steel rods, salesmanship, compression, rotation and innovation, printer's ink and three color work.

The birthplace of the species is hard to determine, but its propagating powers rise to the nth power, and exceed those of the penguin and also stink weed.

Left to its own devices it is comparatively harmless and is not of an explosive temperament, but harsh and unfeeling humanity have shackled it to the heels of puissant pen-pushers who produce light literature known as advertising copy.

Though of a gentle and lovable disposition it has a base design, located somewhere below its crankshaft and cylinder, yet this is said not to influence its efficiency as a worker in social circles.

The breed vary in size and shape, and like the sheath skirt and the crinoline follow the dictates of fashion as year succeeds year. Some are skidded, presumably to prevent side-slipping, while others, usually of an aristocratic nature, rest on trucks or have wheels attached to their

anatomy. The latter gather at certain seasons in places remote from the tall timber and run races making much noise and many grievous odors.

Men who breed these gas engines say that they are a boon to humanity, while many agriculturists have been heard to use uncouth phrases towards them, on account of a fixity of purpose which they show at periods. As they go very rapidly or stand quite still they are common to both New York and Squeedunk, La.

They are said to become attached to a great variety of objects, while their gears cling to fingers outstretched to stroke their pitch circle diameters, possessing a squeezing capacity unsurpassed by any vintage of fair maidens so far seen on the road of the world's progress.

Though rather noisy as a household pet, they are extremely sensitive, and if reproved develop a serious malady in their cardiac system which makes them fall into a state of coma, making necessary the attention of a specialist, and a mortgage on the surrounding landscape to defray expenses.

They are called the "farmers' friend" by the ignorant, but the aforementioned scientific soil breaker calls them by many different names, according to their cost and their tractability.

Many different methods are in vogue for capturing the species, the two usually pursued being to send a letter accompanied by a slip of paper representing a surplus of the year's savings to a large building of rectangular configuration, situated on a busy thoroughfare, or to dip into the annex of the sartorial equipment covering the means of locomotion in mankind, withdrawing enough to make an unsympathetic retail merchant accept another note.

They live on gasoline, and when the owner cannot supply gasoline they are not spoken of as engines but as redundancies. Unlike prairie chicken they are rare during good seasons but very numerous during bad seasons, being found in large quantities, and when so found are not desired.

Pushing Engine Sales

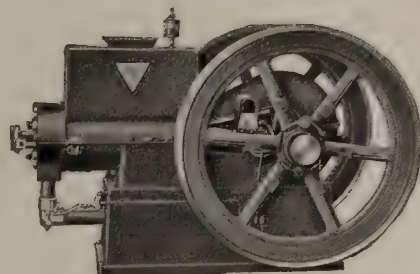
In a contemporary publication, an engineer, advising farmers regarding the purchase of the gas engine, suggests that the best method a farmer can pursue is that of thoroughly acquainting himself with about half a dozen different types of engine, considering the sizes which he thinks

most suitable for his purpose. He suggests consideration of such points in the engine as: construction, simplicity, type of ignition, governing, lubrication and similar matters of importance. Arguing that no definite idea regarding engine values can be formed without comparison of such data, he urges the farmer to adopt such a course before ultimately purchasing the engine.

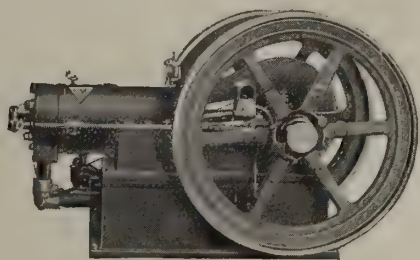
As a logical suggestion this is admirable from the standpoint of the farmer, but it also contains the germ of an idea for the implement dealer whereby he can be of great service to prospective engine customers and can, incidentally, increase his own business opportunities in respect to engine sales.

The dealer may handle more than one line of power engines, and he may have full catalogue descriptions of these engines as supplied by the manufacturer, also other engine literature, for distribution to prospective customers. While all these aids to selling may be admirable they really offer little ground for comparison from the standpoint of the customer. The development of the demand for the gas engine is such as seems to warrant proper systems of procuring customers and pushing sales; and merely distributing catalogues is only efficient when followed by some scheme of advertising or personal appeal. A series of circular letters to customers, emphasizing the essential features of the engine will usually receive more attention than a mere catalogue. In them the dealer may expatiate on his pet engine or engines, describing clearly the strong points in the mechanisms, their mechanical efficiency, design, etc.

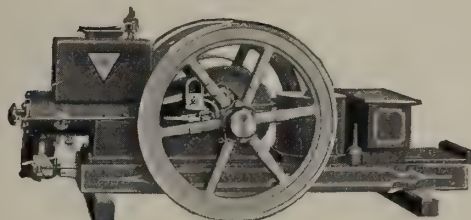
Such letters have an educative value to the farmer beyond the mere scrutiny of a catalogue, and they have a personal touch which the prospective engine owner appreciates. It has been found in the past that in many rural districts few farmers possessed automobiles, not because they could not afford them, but largely owing to the fact that they did not know how to go about purchasing them. This system of things has been changed entirely by the wide schemes of publicity and advertising carried on by automobile dealers and manufacturers. In the same way there may be many a farmer who can afford a power engine and who would buy one if only he received more advice and assistance from the dealer regarding the types and qualifications of different makes. The dealer has in a sense to educate his community to the boon that the power engine bestows upon those who own one, and only by such systems of pushing his goods will he find his engine sales to steadily increase.



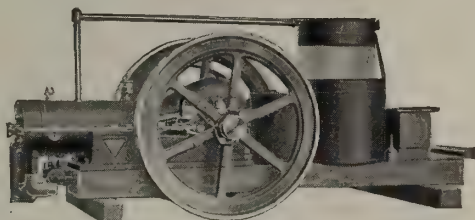
"Alpha" Hopper Cooled Stationary.
Made in 11 sizes 2 to 28 horse power.



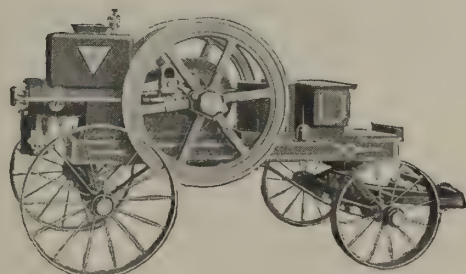
"Alpha" Closed Jacket Stationary.
Made in 11 sizes 2 to 28 horse power.



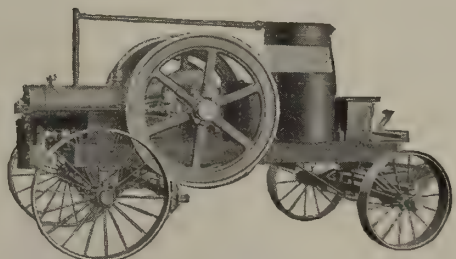
"Alpha" Hopper Closed Semi-portable
Made in 11 sizes 2 to 28 horse power.



"Alpha" Closed Jacket Semi-portable.
Made in 11 sizes 2 to 28 horse power.



"Alpha" Hopper Cooled Portable.
Made in 11 sizes 2 to 28 horse power.



"Alpha" Closed Jacket Portable Screened Cooled.
Made in 11 sizes 2 to 28 horse power.

A Gasoline Engine Opportunity

WE are now allotting territory to dealers who want to tie up with a high grade engine line that will be a distinct asset to their business.

The "Alpha" line of engines is most complete.

The "Alpha" engine is made in various styles to meet every requirement, and the eleven sizes range from 2 to 28 horse power.

Each size is a unit in itself.

Each size can be furnished with either hopper or closed cylinder cooling.

Every engine in the line can be fitted to operate on gasoline, distillate, alcohol, natural gas or manufactured gas.

Each engine can be furnished for either gravity feed or pump feed.

Every engine can be equipped with either solid pulleys or friction clutch pulleys, put on either side as desired.

Hit-or-miss or throttling governor, as desired.

Can be furnished with standard weight and size or extra weight and size fly wheels.

Every engine is fitted with high grade built-in magneto, make-and-break ignition, and no batteries are required. Engines start on magneto spark.

We also handle air cooled engines under 2 H. P. and vertical multi-cylinder engines from 18 to 100 H. P.

Here is a line of engines that you can sell at a good profit, that will give your customers satisfactory service, that will not eat up your profits after two or three years by keeping you chasing "trouble" and that will advertise themselves after you get one or two in any neighborhood.

These engines are not only well built and high grade in every particular, but they are well finished and will appeal to the purchaser's eye.

Bear in mind that the regular implement and merchandising business of many a dealer has materially suffered through his selling customers inferior and troublesome engines. There is a "hereafter" to all gas engine sales, and the first or apparent profit with anything except a strictly high grade engine line may be entirely dissipated within two or three years by the "trouble" and "grief" which a "cheap" engine will cause the user, and always the dealer who sold it.

If you want to handle engines that will not eat up your profits in repairs and "trouble," that will make a permanent profit for you, that will give your customers satisfaction, that will advertise themselves, that will add to your reputation as a dealer in high grade merchandise and a line that will be well advertised in the farm papers, write at once for catalog, territory and other details.

DE LAVAL DAIRY SUPPLY CO., LTD.
MONTREAL PETERBORO WINNIPEG VANCOUVER

Oriental Implements of Quaint Design

The plow is par excellence the principal implement of India, being the only one used for preparatory tillage. There are many types in vogue, varying in weight and effectiveness, but of one pattern common to all. The part that penetrates the soil is a wedge-shaped block of hardwood, the draft pole projecting in front, to it is attached the neck yoke of the bullocks, while a short single upright stilt in the rear serves as a guiding handle. The point of the wedge is usually fitted with an iron shoe or share, while it loosens the soil to varying depths, the body of the wedge moving the earth, but not inverting it as we usually think of plow action. In moist soil it works very like a single-tined grubber. As the plow is very light, tillage is superficial and the ground has to be gone over many times before completely tilled. All Indian plows, however, are not light, and in the Deccan, a district of Southern India, we find cumbrous implements that require the power of four or six yoke of oxen. These heavy plows break up the earth to the depth of 10 or 12 inches.

In the north of India a light plow with a piece of metal that acts as a mold-board is found, while all over the country a light plow is used for sowing seed. A bamboo tube is attached to the plow, the seed being dropped into it as the plow goes along. The seed falls into the furrow and is covered by the soil removed in making the neighboring furrows.

In some parts of India a scarifier is used, which does good work in loosening the surface soil and eradicating weeds. The effective part of the implement is an iron blade, usually three feet or under in length and 2½ to 4 inches wide with a cutting edge on one side.

The blade is fixed by two wooden or iron stays to a horizontal beam which forms the headpiece of the scarifier. To complete the implement a draft pole and neck yoke are required, with a stilt or handle to guide it. The scarifier is used extensively during the hot weather as a substitute for the plow, and also follows the plow to prepare the seed bed. When at work the wooden headpiece passes over the surface and acts as a very effective clod crusher, while the blade, working below the surface, loosens two or three inches of soil and raises weeds to the top. A heavy scarifier, drawn usually by four bullocks, is used with great advantage on black cotton soil in the hot weather. The soil cracks under the influence of the burning sun, and an inch or two of the surface also becomes friable.

The Indian seed drills have a stout wooden headpiece, which like that of the scarifier gives support and attachment to all the other parts.

Coulters are set obliquely at varying distances in the headpiece. A hole is drilled in each coulter, into which a bamboo tube is inserted. These tubes as they rise incline toward each other and meet about 3 feet from the ground to support the seed bowl. Each tube communicates with a perforation in the seed bowl, and bowl and seed tubes are supported by ropes. The seed is fed by hand into the bowl. Two men are usually required for this implement, one to guide the bullocks and the other to sow the seed. At work, the coulter cut furrows into which the seed drops before the soil falls back, the covering being completed by a light scarifier.

A three or four coultered seed drill, with the seed bowl and seed

tubes removed, is sometimes worked like a light grubber or harrow; and a similarly constructed implement, with the tines closer together, is used as a harrow in some parts of India. The hard wooden tines are a foot or less in length and are sometimes, but not always, tipped with iron. Levellers and clod crushers are used, to smooth the surface before sowing, and also to conserve moisture. They consist in many cases of a rectangular beam of wood drawn by one or more pairs of bullocks; in Bihar the beam is sometimes hollowed so as to give two sharp edges. The plank is drawn by a pair of bullocks, and the driver stands upon it to increase its effective power.

I H C Plan Monster Exhibit

The Panama-Pacific Exposition to be held at San Francisco, Cal., in 1915, will be one of the greatest affairs of the kind ever seen on this continent, and in no department will the progress in any line be better exemplified than in the exhibits of farming machinery and implements.

T. G. Stallsmith, chief of the section of agriculture, and many others are busily engaged arranging with the farm machinery concerns for the arrangement and display of their products.

Among these concerns is the International Harvester Co., who are planning one of the greatest exhibits ever undertaken by any industrial institution. Among the representatives for this large organization at the Panama-Pacific will be B. A. Kennedy, division manager; C. H. Haney, foreign sales manager; S. V. Kennedy, general supervisor of factories and construction, and F. W. Heiskell, advertising manager. These gentlemen have already visited the site of the exhibition, studying the field and determining matters pertaining to the participation by their company in this mammoth display of machinery. While the exhibit of the Harvester concern will be chiefly devoted to its lines of agricultural implements, engines, motor trucks, etc., all of which will be shown, the company will also exhibit departments such as those of mines and metallurgy, education and social economy, etc. It will allocate a certain portion of the exhibit space for displays concerning the welfare of its army of employees, and also its department of agricultural extension, the safeguarding of workmen, etc. An extraordinary display of moving pictures, taken all over

the world, will be shown, showing the processes of manufacture from work in the mine, foundry and rolling mill to the finished product at work all over the globe. For nearly a year already the I H C have had a corps of moving picture experts travelling throughout America and other lands finding material for this educational work.

It seems, without exaggeration, that the exhibit to be staged by the International Harvester Co. at the great exposition of 1915 will be the greatest and most impressive thing of the kind ever held at any international fair. It is estimated that the exhibit, exclusive of the value of the machines and implements shown, will cost in the neighborhood of \$75,000.

Advertising Does Pay

For those who argue against the advertisement as a paying investment, let us quote some of our greatest industries who would have been practically unknown, and their stock worth but little, if it had not been for strong and consistent advertising. Consider:

In 1901, when the Quaker Oats Company was formed, its common stock sold at 35¾ a share. At the end of January last it sold at 375.

And you have seen their ads. everywhere.

After its incorporation, the common stock of the American Radiator Co., could be bought at 30. Last year it sold at 405.

This company have their ads. broadcast.

The shares of the Eastman Kodak Co., are at the present selling for 500. They used to be under 50. And their ads. appear in practically every home journal and magazine.

The shares of the Proctor & Gamble Co., are selling at 420.

They advertise!

Shortly after the formation of the National Biscuit Co., its common stock sold at 30. The other day they were grabbed at 161.

This company, also, does not hide its light under a bushel.

The few concerns quoted are among the largest advertisers in the United States, but there are hundreds such. Lipton's Teas; Pears Soap; Sunlight Soap; Cadbury's Cocoa; Gold Dust; all these have made millions by advertising in the United Kingdom.

And all the concerns mentioned are not spasmodic or occasional, but constant and persistent advertisers. Does advertising pay? Can we doubt it?

Live Dealers

make

Big Money

selling

Lastic-Air

Why not be our representative in your territory?

Our selling plans and advertising campaigns will help you. Our proposition to country representatives is worth your consideration.

Lastic-Air ends all Tire Troubles

It is punctureless and durable. Its merits as a money saver is its best selling point,

ONCE SOLD—ALWAYS USED.

Write for particulars while your territory is still open.

Lastic-Air Co.

102 King Street
WINNIPEG, MAN.

Vehicle Trade and its Value

The trade in vehicles is a pretty old proposition, in fact it is historical, since we can easily imagine an old Roman vehicle dealer in his store by the Appian Way expatiating grandly on the virtue of his chariots for racing or social purposes. In this country it is as old as American civilization, since in our earliest colonial days we find the vehicle creaking and clanking over the nerve-racking tracks known then as streets, when road graders were only a poet's dream. In past years the builders and dealers connected with the implement business have, like the ancient Jews, "raised their voices aloud and wept." They voiced the sentiment of the man in the street—who is usually the last man to believe—that the horse would very soon become extinct, and that vehicles would become historical objects for a museum; all this being due to the innovation of the automobile and its success as a conveyance. There is not the slightest doubt that the advent of the automobile did a good deal towards destroying the demand for high-priced carriages, such as the landau, phaeton, etc., yet the fact remains that the greatest demand for automobiles comes from people who previous to this age of motor propulsion did not even own a common or garden buggy. A leading carriage monthly, the Carriage Dealers' Journal, characterizes the whole question as being one that in no way depends on the coming of the motor, but rather upon the way the vehicle men faced the problem. They are criticised as being a class who were content to sit still and wait for trade rather than going after it by live and aggressive methods of advertising. If a man wanted a carriage or a buggy, they contended, he knew that carriage and vehicle dealers existed, and he could seek them in order to make his purchase.

In direct contrast to this consider the methods evolved by the automobile manufacturer and dealer. Immense factories were planned, valuable equipment bought, and motors were turned out like shelling peas.

Not content with merely building the product they set about creating a demand for their goods, after a manner probably unsurpassed in all the annals of trade. They advertised, they wrote, they boomed their business! Every

man who had the most remote idea that he would like to possess an automobile had levelled at him facts and figures, reams of literature, catalogs and sixteen-foot posters. He read in his daily papers subtly worded stories of the achievements of auto manufacturers and figures regarding the magnitude of the business, all of which were indirect advertisements for some make of car, usually mentioned. Limitations of space do not permit us to enlarge on the thousands of different methods used by automobile manufacturers to advertise their goods and build a demand for them; let us look for a moment at the effect this produced on the silent sellers of the ordinary horse drawn vehicle.

Firstly, carriage builders did little to develop a desire in the minds of the public for carriages or vehicles of any sort. They maintained a selling force who called upon dealers, but neither manufacturer nor salesman did anything to help the dealer market his goods. The whole long

and short of the matter was that vehicle men were, on the whole, about as progressive as many other business men but they were ham-strung by precedent. They had a firmly established principle of doing business, and even the comet-like methods of the opening constellation of automobile manufacturers did not seem to them as desirable methods to emulate. They abided by the moss-covered systems of their forefathers, while the motor manufacturer persisted in his live sales-prompting methods, aiding dealers, and by selling their cars to the dealer for cash so that to get his money back he had to hustle to reduce his stock. Consequently you did not see an auto dealer waiting for you to inspect his cars. Rather he was waiting at your front door in order to give you a demonstration of his latest model. The business men in the automobile game threw away precedent, and as a result we saw thousands of individuals who had previously owned nothing on wheels—with the possible exception of wheelbarrows, baby carriages or bicycles—whizzing around in expensive cars.

What was the consequence? The leaders in the automobile business made millions. In one

year we have an instance of a large manufacturer paying a 40 per cent cash dividend, and a stock dividend of 100 per cent. Not long ago one mammoth factory declared a cash dividend of \$10,000,000! There is no truth in the assumption that all this business would have accrued to the vehicle manufacturer if the motor had never come into being. A very small proportion of it might, but the great percentage of all this business was virtually created by the methods used by automobile manufacturers and dealers. Let us briefly consider the effect the coming of the car had upon the vehicle man. Its whirlwind entry swept him off his feet, and he and his brethren declaimed to mankind that their business was obsolete—defunct, ruined! Every individual in the vehicle trade economized in every method possible. The few advertisements that existed in newspapers disappeared as did the tents of the Arabs. What was the use of struggling in the arms of such an octopus? Pleasure cars would replace every buggy and surrey, and the motor truck would supplant every horse-drawn truck and delivery wagon! The men who were building motor cars and trucks said so, therefore it surely

STA-RITE

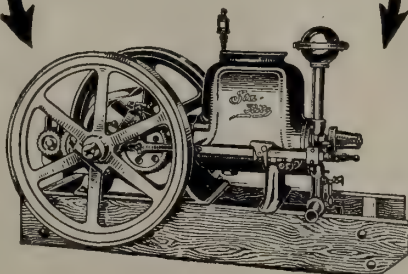
Gasoline Engines Are Worth Looking Into

IT'S an engine that sells itself on the strength of its merits and its record. Its eleven exclusive features give you an array of selling points that is almost irresistible.

Our selling plan helps you build up a good business—helps you get prospects and then helps you turn them into buyers.

Write for details of our proposition. It's a winner.

Empire Cream Separator Co.
109 King Street Toronto, Ont., Canada
Branches: Winnipeg—Montreal—Sussex



FEED CUTTERS AND GRINDERS

ARE SEASONABLE

You miss a source of PROFIT if you don't sell

Watson's Feed Cutters

For Hand, Horse, Gas or Steam Power

Will cut hay, straw and corn perfectly, and are supplied in seven styles and sizes, with capacity for cutting feed for from two head to the largest stock ranch in the West. With power blowers, will blow to any part of the barn and into stall directly in front of stock. They are immense labor-saving machines.

No. 15

Ideal Mill Feed



This Mill has sweep power attachment & gives great results on small outlay. Simple, strong, rapid, ideal for farmer stockman and dairyman. Repairs for this mill will fit the

Stover
Sweep
Grinder

"NO ONE CAN
GIVE YOU A
BETTER DEAL."

John Watson Mfg. Co.
LIMITED

WINNIPEG

would be so. Many vehicle builders, and a few wholesale manufacturers, retired from business; small builders stopped local building and did repairing only. On the other hand many adapted themselves to circumstances and grasped their opportunity, branching into body making or appearing as automobile agents, motor truck agents, or both. With many of the latter type of men the coming of the motor has been more a blessing than a curse, since they have combined the two businesses and have made more money annually than ever before. The weeding out method was drastic but it eradicated the financially weak concerns, and latest reports as quoted by publications connected with carriage-building and retailing go to show that the business is in a prosperous and flourishing condition. The auto and the motor truck are established as permanent units, yet they are doing work which the horse-drawn vehicle would never have been expected to do. In actuality nothing has so far been invented that will supplant the horse, carriage or buggy, or the horse and wagon for business use. Time is the great leveller in all things, and time has proven that the horse and carriage has its niche just as it had before the internal combustion engine was shackled to the wheels of the modern automobile. Men who have kept up with the procession have adopted modern methods, advertise their vehicles and push them to prospective customers, finding that the field still exists for selling vehicles, even as it did before the days of the auto or auto manufacturer.

New Advertising Manager for I H C



F. W. Heiskell

It has been announced by the management of the International Harvester Company of America, that F. W. Heiskell, for two years assistant advertising manager, will succeed M. R. D. Owings as advertising manager, and that A. C. Seyfarth, formerly head of the production department, will take the position left vacant by Mr. Heiskell's promotion. Both of these promotions are along the regular system of advancement laid down by the Company in building up its organization. Mr. Heiskell began his work in the harvesting machine business some twenty years ago while still at high school in Indianapolis, working in the repair room under James B. Heywood, who was guiding the McCormick destinies

in Indianapolis at that time. After his graduation in 1895, he was given a permanent position. He worked his way up from the repair department, until in 1905 he was sent to Fort Wayne to be assistant to J. W. Wischart, then general agent there. The following year he was sent to Akron, Ohio, to establish a Transfer Agency. In 1907, he went to East St. Louis to establish a transfer and distributing house for the south-west territory, for the purpose of relieving the congestion at Kansas City. He was later made assistant general agent at Indianapolis under J. A. Everson, which position he was holding when he was transferred to the Chicago headquarters to be assistant advertising manager.

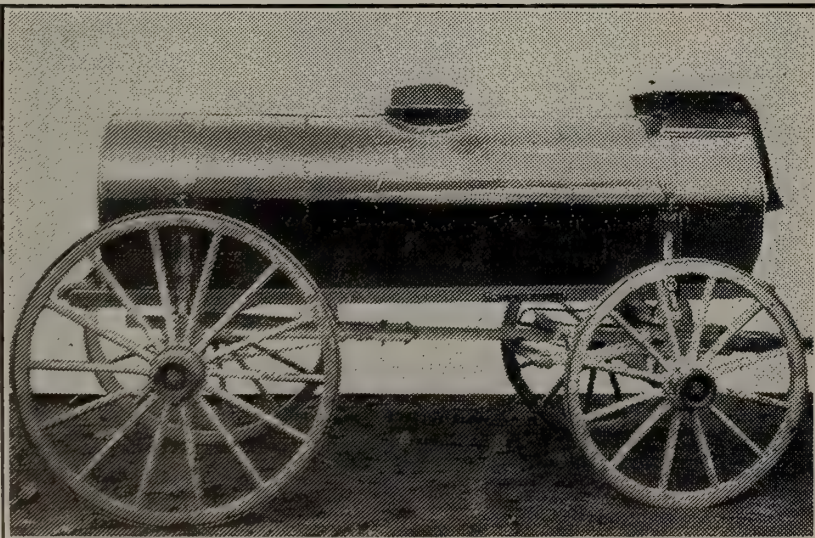
Mr. Seyfarth has been identified with the advertising department of the International since its formation in 1903. Beginning as a catalogue writer, he has gradually gone ahead until the last few years he has had charge of the production department, which issues catalogues, folders, calendars, the I H C Almanac and Encyclopedia, and other literature. He is graduate of the University of Michigan.

Both Mr. Heiskell and Mr. Seyfarth are well known to the trade. They possess the confidence and esteem not only of the fellow members of the International organization, but of the farm machine world in general.

Dealing in Power Specialties

A great many implement dealers handle hardware as well as farm tools and machinery, in fact the majority of Western dealers

have both lines in hand. Such dealers, who are located in a small town where electric power is used, should find a most profitable side line in electrical specialties. A large proportion of small towns are now supplied with power while many farmers who are progressive have their homes and barns lighted by means of the "juice." On account of the rapid increase in the demand for electric energy we find a great increase in the demand for electric appliances of all kinds. Such fixtures are adapted for good display purposes and have the advantage of not taking up much room. They are readily demonstrated, and a table in a prominent position on the store, carrying samples of such appliances, usually results in a great growth in the dealer's sales of household goods. Electric irons, toasters, chafing dishes, etc., all appeal to the feminine mind, especially during the hot season, while electric vacuum cleaners are becoming very popular in the household. With the latter class of goods the dealer can arrange for a demonstration at the home of the customer, when the dust and dirt removing qualities of the cleaner usually result in sales. In selecting such a line the dealer has to consider the simplicity, durability and economy of the goods. A complicated electrical appliance is of no use and does not appeal to the customer, while the heating element in any appliance should be such that it can be readily replaced without the goods having to be returned to the factory. Standard table and reading lamps can be retailed and these may be arranged for a most



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks that Sell!

We are Specialists in the construction of Steel Storage and Wagon Tanks, whether for Water, Oil or Gasoline. Our

Western Standard Tanks

are the last word in Sheet Steel Tank construction.

Our prices and discounts mean money to the dealer who handles our line.

Come and see us when in Town or write for our proposition to dealers.

RED RIVER METAL COMPANY, WINNIPEG 51-53 AIKINS STREET

effective window display for the store, says Hardware & Metal. Manufacturers are now producing many contrivances such as washing machines, combination electric stoves and fireless cookers, electric ranges, etc. As the installation of electric power increases in our small Western towns, the trade in electrical appliances is one that should continue to grow rapidly, and the merchant who gets an early start will make most money.

The Harvest of Death

As we write these words the undulating prairies of the Canadian North-West are dotted by the legions of peace, the armies of progress and plenty. Mile upon mile, clear away to the soft skyline they stand—sheaves of golden grain to feed the multitudes in this and other countries. It is harvest time, the harvest of the grain, when the labor of mankind is followed by the bounteous recompense of Nature.

We can visualize another harvest that has but recently drawn to its close, a harvest not of peace and plenty but of rapine, slaughter, disease and death! The lurid sunsets of the Balkans look down upon vast tracts of country desolate and barren. Where once lay quiet villages, there is nothing but the embers of burned buildings, and the untilled fields are mute evidence of the so-called glories of war. A gloom like that of a charnel house pervades the land, and on every side we see nothing but the grim results of the ghastly harvest of Death!

When the farmer cuts and threshes his crop he proceeds to

calculate the result of his toil, the bushels that each acre has yielded and the amount that he should realize from his assistance to Nature in her service to mankind. In like manner we will compute the glorious results that follow the harvest of war.

Greece and the Balkan States waged conflict with Turkey, and then, when the great cross—the symbol of peace and Christianity—had vanquished the crescent of the infidel, what do we find? A second war amongst these allies, more bloodthirsty, more horrifying than the one newly ended. Truly a sublime testimony to the religious significance of the emblem of Calvary among the allied nations. But we forget this harvest of the Red Reaper.

Bulgaria mobilized 350,000 men and had 80,000 killed, while the expenses incurred by that country totalled \$300,000,000. Servia mobilized 250,000 men and her sons filled 30,000 graves—all at a cost of \$160,000,000. Greece mobilized 150,000 men and lost 10,000, her part in the fray costing the country \$70,000,000. The puny kingdom of Montenegro sent 30,000 men to fight and buried 8,000 at a cost of \$4,000,000. Turkey mobilized troops to the number of 450,000 and of

these 100,000 have passed to the paradise of the true believer, while the country will suffer for years from a war outlay of \$400,000,000.

This harvest of death and waste of wealth was insufficient; we still have to reckon on the cutting of the second crop.

Bulgaria added another 60,000 dead at an expense of \$180,000,000; Servia lost 40,000 men at a further cost of \$100,000,000, while Greece had 30,000 dead for which she paid \$50,000,000.

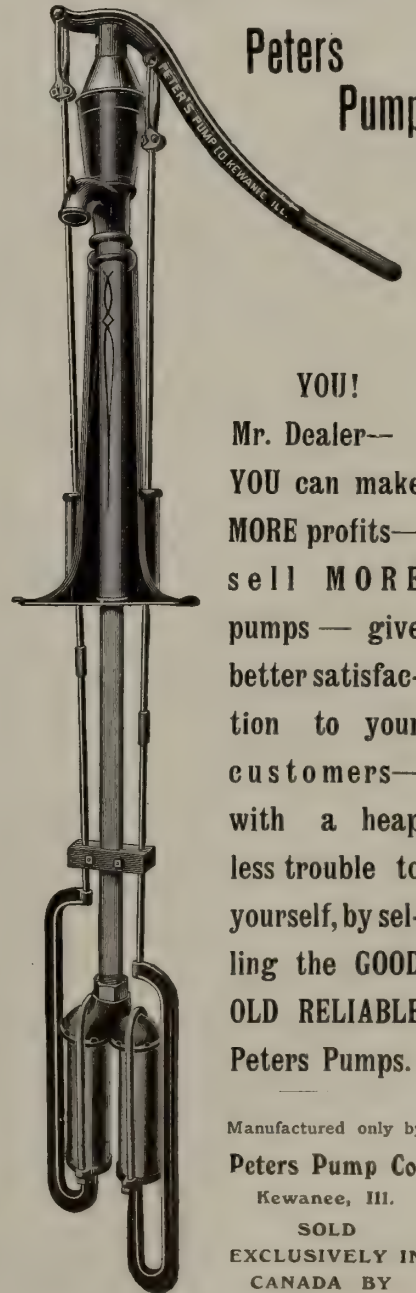
Thus we total 358,000 youths and men slain at the enormous cost of \$1,264,000,000 which figures out at a value of \$325,100 per man killed!

These cold numbers are, of course, the valuation to a nation, not the reckoning as paid by the individual in tears, sorrow, grief and starvation. And we have not touched upon the tens of thousands of men, women and children, mutilated, outraged and murdered—or the companion harvest of war in the shape of victims of cholera and other diseases. Let us say that 400,000 individuals have ceased to exist—that is more than the combined populations of Winnipeg, Regina, Calgary and Edmonton!

Truly a glorious harvest of death, where the results are staggering when considered apart from all the waving banners and panoply of the tented field. The money, we may say, is not altogether lost. Manufacturers of rifles, bayonets, ammunition and artillery must benefit; banking establishments will revel in huge war loans, and many men will directly or indirectly benefit by the harvest of death. But what of the results? It is unnecessary to talk of them for the daily press has told only too well the ghastly tales of battle and bloodshed. When will the nations realize the waste of warfare; the enormity of its sin against humanity! We can imagine the souls of the slain appealing to the very Deity—as did the Jews of old: "How long, oh Lord, how long!"

The Only Original

Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps—give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
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SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

You Should Worry!

if you are not making good easy money by handling the best medium for patching or vulcanizing auto tires.

New Era Tire Treatment

solves the problem of punctures and porous tires. It does not harden, freeze, or harm the tire fabric in any way. Lengthening the life of the tire, every motorist will appreciate its economy.

Live Agents Wanted in Unoccupied Territory

Write NOW for full particulars

NEW ERA TIRE TREATMENT CO.

182 Princess St.
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No Batteries - No Cranking "Simplicity"

FARM ENGINES

Gasoline - Kerosene - Distillate

EASY TO DEMONSTRATE
EASY TO SELL

Your profits are not wasted away in time spent on instruction and repairs because "Simplicity" engines are

Reliable - Economical
Simple - Durable

Your customers want an engine that will give power on cheap fuel, an engine that will stand hard knocks: one that is **Always on the Job** ready for work. They want to see the "Simplicity" Built-in Magneto, the most practical improvement ever put on a farm engine.

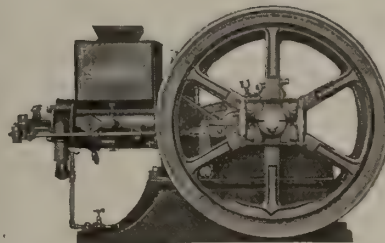
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Stationary - Skidded - Portable

Write today for particulars on our Advertising and Selling Plan.

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Wilkinson, Kompass & Hawkey

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Hamilton WINNIPEG Toronto

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DEMAND THE OLD RELIABLE

FRAZER AXLE GREASE.

THIS IS JUST WHAT I SHALL DO AFTER THIS

MY FRIEND! YOU SHOULD USE FRAZER AXLE GREASE

TRADE MARK

SOLD EVERYWHERE WILL WEAR TWICE AS LONG AS ANY OTHER. TRY IT!

USE THE BEST TAKE NO OTHER

Not affected by Heat or Cold.
Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,
Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,
WINNIPEG, MANITOBA.

Sentiment and Business

By A. N. Drew

If a hundred business men were asked at the present time whether there was any room for sentiment in the day's work they would thunder a negative that would bring back the extinct dodo from the shades. Yet in spite of all our modern clawing and grasping for money, our fevered rush for the niche ahead, our too often ruthless treatment of the man who is down, there still exists in some of the quieter byways of commerce and trade a little sentiment, a few particles of the quality that makes all men akin—if they be worth the name of men. In the humble homes of the earth; in the tradesman's cottage or the sweet smelling parlor in the old farm house, the modern business man is often talked of with bated breath as a prurient example for the young, and a warning of what a man should not be. He is visualised as a gray-haired individual, with deep-sunken eyes of steely hue, and out from a cast-iron jaw projects a cigar that costs as much as would feed a family for a day. His face is grim and hard lined, and a frown is the unvarying decoration of his determined physiognomy. He snarls through 'phones, jams his fingers on bell buttons, hurls letters in staccato sentences at a trembling damsel who chews gum, and finally crashes out of the office like a modern car of Juggernaut. Later we see him foreclosing the mortgage on the old homestead; sending a wilted tottering wretch out from his

office to seek a suicide's grave; discharging for one little error the poor devil of a clerk who has a wife and numerous progeny to support, and generally behaving in that inflexible machine like, resistless manner which is popularly accredited to the men who have collected vast stores of the dross which we call gold. There may be such men existing, but happily they are few and far between. Civilization may be a veneer, but we are gradually getting a little nearer the great universal brotherhood of man. Too often we find that the man who seems repellent and harsh, has beneath that exterior a heart exceedingly more tender, for instance, than those located in the anatomy of the gum chewing damsels aforementioned.

A great dramatist likened the world to a stage, and never was written a passage more true. We are all of us actors; each day of our lives we conceal the natural and present different phases of our personality as we grapple with the work and worries of life. The business man is impelled by the exigencies of modern commercial strife to be as he is, yet he does not resemble the fantastic monster who exists only in the simple home any more than he does a sculptured saint in an Italian cathedral. Humanity may be hard-hearted, cruel, unthinking, yet the man who has the mental capacity to rise to a position of responsibility and affluence is less liable to possess these

qualities than is the denizen of the slums who raves regarding the wrong distribution of the world's wealth.

A man who can go ahead today, who meets daily type after type of humanity, cannot help possessing a certain amount of psychological insight, although he might say that he did not know the first principles of the science referred to. He has to read the souls of men as they sit by his desk even as he reads a document before he signs it. And a man, understanding humanity, its pathos and tragedy, its weariness, struggles and difficulties—a man who has himself confronted these as he forged ahead to success in life—cannot surely have a heart that is charred in the flames of circumstance until it is hard as chilled steel. He may be brusque, but he is just; he may find fault, but he also will with his own personality should he be in fault—and he will apologize when the meaner soul would not admit being in the wrong. His repression; how often is it no more than a cloak, how often is his tireless energy only a means to make the day go past more quickly. His labor lust is more often the longing for abstraction than the desire for wealth. No, too often we place the successful business man among the pillored ones of the popular verdict. He is classed along with the extortionate money-lender, the landlord of Shylock temperament, the rent agent, the bold, bad villain of the shoddy drama, the great cavalcade of diabolic incongruities who exist mostly in the brains of the many who find life a hard enough struggle at all times.

* * * * *

There is another picture, if we but consider it. The ogre of the office has sent away his sixty-horse-power automobile and is walking home. To the popular eye he is, beyond doubt, cogitating on the number of men whom he will send to financial ruin upon the morrow, yet if we but knew he is thinking of the dead years that lie away behind him; of the hard struggle and the years of satisfying work that brought pleasure with them. Then she in his life; the sound of a child's laughter for a little while, and now only the cares of management that kept his mind safely away from self. Rounding a shrubbery in the park he comes upon one of his clerks and one of the damsels aforementioned. For the time they are in that semi-imbecilic condition in which two

youthful human entities realise that they are essential to one another. Immersed in their own roseate world they are unseeing, and the ogre passes unobserved. He enters the mansion that the anarchist denounces as the "halls of infamy built by the sweat and tears of the masses." Yet, incongruous as it may seem to the rabid socialist, his thoughts are neither of men nor millions—simply whimsical conjectures regarding the future of the journal-clerk and the little stenographer upon the park bench. In his eyes they seem to have so much to glean from life, while he himself has so little to show for all his labor—for he realizes only too well that wealth is no key to happiness.

He ascends the wide carpeted stair of his home, entering a little room at the end of a corridor. In a corner stands a child's crib—a thing unconsciously incongruous in the stately silence of that mansion. He draws back the curtain and the long level rays of the autumn sunset steal into that deserted nursery. Opening a drawer he takes out something totally ludicrous in the hands of one who controls the destinies of a great corporation. He carries them over to the fading light—a little pair of child's shoes, slightly worn. From out the open drawer comes the scent of lavender and rosemary, memories of other contents, ghosts that are hard to forget, even in the soul of a modern business man.

He closes the drawer and looks away across the city. From the corridor seems to come the elfin laughter of a child, the patter of little feet now silent. Phantom echoes of the gleeful laughter during the playtime before the hour for bed come filtering through the past to the ears of this man who is rich in everything save the things that matter most—love and happiness. The ogre diminishes in our eyes until we see only a man—and pathetically lonely.

* * * * *

Across on the east side, among the squalid tenements, Jim Moran, bricklayer's helper, sits on the fire-escape reading the scare headlines in an evening paper.

"Blast 'em," he ruminates, re-lighting the stub of a cigarette, "that's as I'd have 'em all treated, livin' in palaces an' drivin' in gas wagons. They git all an' we workin' men git nawthin'. Liz, say Liz, a guy has shot another o' these kings—fer Gawd's sake try an' stop that kid a-squallin'."

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Or Overnight
TWO TRAINS DAILY

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Only 27½ Hours to
EDMONTON
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EACH WAY

Leave Winnipeg 8.15 a.m. and 6.00 p.m.

Where The Grand Trunk Pacific Excels

In the Roadbed—Dining Car Service—Electric Lighted Coaches—New Electric Lighted Fan Cooled Sleepers with reading lights in upper and lower berths—on time all the time—attention to patrons.

EASTERN CANADA via "GREAT LAKES" EXPRESS and NORTHERN NAVIGATION CO.

Leave Winnipeg 10.30 p.m. Tuesdays, Thursdays, Saturdays
THE POPULAR ROUTE

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MOLINE —REPAIRS—

We carry a complete stock of repairs for
Moline Plows and other **Flying Dutchman Farm Tools**
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**YOUR REPAIRS AND PLOW SHARE ORDERS WILL HAVE
OUR PROMPT ATTENTION**



John Watson Manufacturing Co., Ltd.

Corner Chambers and Henry

WINNIPEG



Neighborhood Pull

YOU know neighborhoods in which the farmers pull together to get a certain thresherman to work in their community. He owns the threshing outfit which these farmers know will not run the grain into the stack. He's busy all season—the jobs are hunting him. He's making money and he's saving the farmers' grain. Other threshermen come to know what kind of outfit their successful competitor is using and are very apt to look up the agent who is selling it. This makes the outfit an easy seller.

Neighborhood pull and satisfactory threshing jobs have sold many outfits consisting of a

Satisfactory Thresher driven by an I H C Titan or Mogul Oil Tractor or Oil Engine

I H C service does not end with the closing of the sale; an expert is always ready to start the buyer's outfit to operating right. Repair parts of every description are also quickly available to the thresherman at any time difficulty arises or accident occurs. It is this service which helps to keep the outfit in good working order, and keeps the jobs hunting the thresherman owning the outfit.

You probably know that many farmers will engage only a thresherman using an I H C oil tractor because of the danger of fire from a steam tractor. It is the farmer who is the ultimate man to be satisfied. He's responsible for the neighborhood pull.

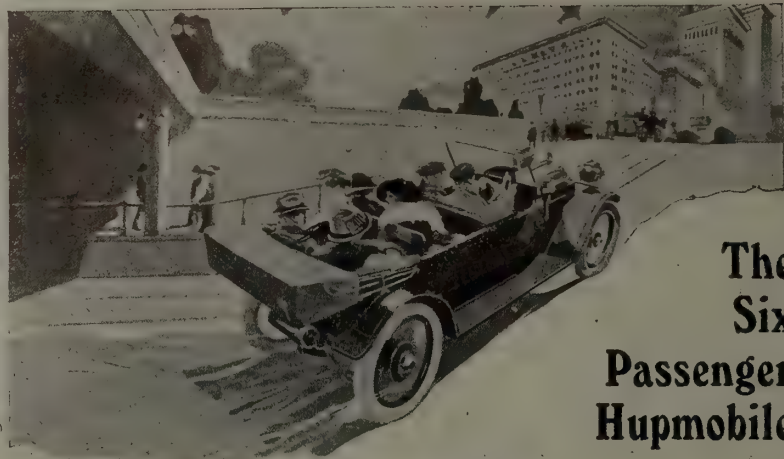
If you can close sales unaided or will point out to the special salesman the prospects in your community for a thresher or tractor, and unite with him in pushing sales, you are the agent we want to represent us there.

If you see an I H C blockman or special salesman, talk with him, or write direct to the nearest I H C branch house or to the

International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.;
Winnipeg, Man.; Yorkton, Sask.



The
Six
Passenger
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A LONG-LOOKED-FOR

Car, of moderate price, that will hold the whole family is the Six-Passenger "32" Touring Car. Its added carrying burden is well within the power and capabilities of the long-stroke motor.

This car realizes the social possibilities of motoring in a manner hitherto not to be found except among the more expensive makes.

Price \$1430 Fully Equipped
F.O.B Windsor, Canada

Joseph Maw & Company, Ltd.

118 King Street

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Distributors for Western Canada

Best Service at Lowest Possible Cost

Implement Men and Insurance

Western Canada's Implement dealers should be among the strongest advocates of insurance. The extensive line of credit they are compelled to give customers is only one of the reasons why it is to their own best interests to advise insurance against the various contingencies that are part of the risks of farming. We write

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under policies free from hampering conditions. Our whole record has been one of "best service at lowest possible cost." That our efforts to provide sound and satisfactory insurance at the lowest rates have been appreciated is shown by the great annual increase in the amount of business written.

For full information as to our policies, methods and rates, write any of the Companies shown above, see one of our 1600 Local Agents or address

INSURANCE AGENCIES, LIMITED

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WANTED

Live Dealers

TO HANDLE OUR
COPPER COVERED
STEEL CENTRE

Lightning Rod

The oldest estab-
lished business of
this kind in Canada

Get in line for this money-making agency. Handle a good rod made by a good Canadian company with a reputation. Our Guarantee, which is sent with each rod, helps to sell it

WRITE TODAY FOR SAMPLES
:: AND FULL PARTICULARS ::

Hamilton Brass Mfg. Co. Limited

(SUCCESSORS)

HAMILTON, ONTARIO

Montreal Office: 327 Craig Street, W.

Successful Threshing

Depends upon the quality of the Belt

Every threshing outfit owner knows that fact. The wide-awake dealer, therefore, should handle the best belting that natural products and human skill can produce. The best belt is the cheapest in the end, whatever its cost. You have got **the Best**, and know that you will have no complaints regarding breakage or slipping, if you supply your trade with either

Lion Brand Rubber Belts

OR

Maple Leaf Endless Thresher Belts

The majority of the well-known thresher companies use our belts exclusively. They should, therefore, suit your trade.

Write for full particulars

Gutta Percha and Rubber Limited

WINNIPEG

Not in any Trust or Combine

CANADIAN FARM IMPLEMENTS

VOL. IX.; No. 10.

WINNIPEG, CANADA, OCTOBER, 1913.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents



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Established 1865

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Reserve and Undivided Profits..... 3,300,000
Total Assets, over..... 69,000,000

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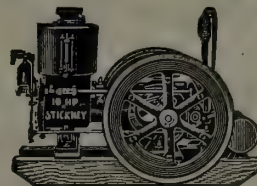
London, Eng., Branch, 51, Threadneedle Street, E.C.

This Bank, having over 290 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

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Stickney Gasoline Engines ARE THE BEST

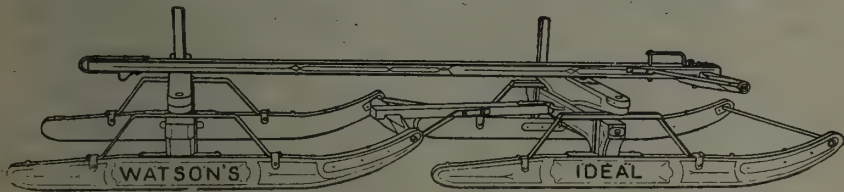
No. 101



Dead Horses

There's no use trying to get speed out of a dead horse. Neither is there any use wasting time or money on a gasoline engine that couldn't be made to do its work if Gabriel should blow his horn. Get a STICKNEY—it needs no resurrection—works all the time.

Ontario Wind Engine & Pump Co. Ltd.
TORONTO - WINNIPEG - CALGARY



OUR LINE INCLUDES

Feed Cutters (seven styles)	Whiffletrees	Boss Steel Harrows	Pulverizers
Farm and Bush Sleighs	Harrow Carts	Warehouse Trucks	Bevel Jacks
Wood and Pole Saws	Grain Grinders	Roller Crushers	
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WE ALSO HANDLE

Heider Eveners, all sizes, and Janesville Gang, Sulky and Walking Plows, Disc Harrows, etc, also Repairs for all Moline Implements.

"NO ONE CAN GIVE YOU A BETTER DEAL."

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Shipments made from Factory: Winnipeg, Brandon, Saskatoon, Regina, and Calgary.

Watson's Ideal Sleighs

are best known and give the best satisfaction of any farm and bush sleigh in the Canadian West.

Made in all sizes, steel or cast shoeing, and with our trussed bench—an exclusive feature—they defy comparison.

Watson's Sleighs will get you the trade of your district.

John Watson Mfg. Co.
LIMITED

COR. CHAMBERS ST. AND HENRY AVE., WINNIPEG



THE LARGEST LINE

OF

GRINDERS

IN CANADA

In sizes to suit any power. These cuts show three classes.

549, for use on the Farm. Three sizes.

550, Farm use or Custom Work (stationary or for moving from place to place).

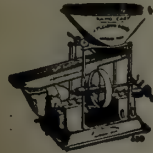
551, Attrition Mills for Elevators, Custom Mills, etc. Finest work and greatest capacity. We have just what you need in these "Rapid-Easy" Grinders—which do more work with same power than others. Information, circulars, etc. upon request.

Sole Agents:

John Deere Plow Co., Ltd.

Winnipeg, Regina, Calgary, Lethbridge, Edmonton, Saskatoon.

J. FLEURY'S SONS, Aurora, Ontario, Canada.



Live Dealers make Big Money selling Lastic-Air

Why not be our representative in your territory? Our selling plans and advertising campaigns will help you. Our proposition to country representatives is worth your consideration.

Lastic-Air ends all Tire Troubles

It is punctureless and durable. Its merits as a money saver are its best selling point, ONCE SOLD—ALWAYS USED.

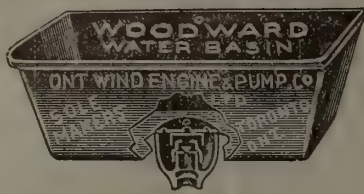
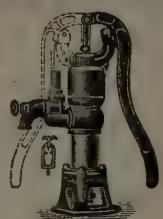
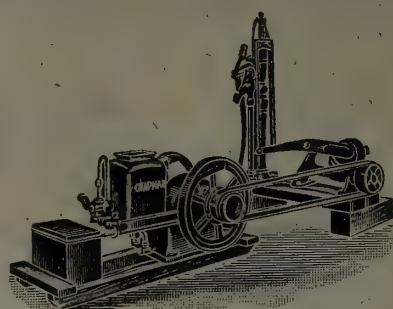
Write for particulars while your territory is still open.

Lastic-Air Co.

102 King Street

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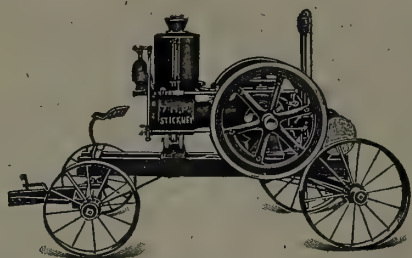





MERCHANTS: We cannot tell you how to run your business or very much about the local conditions affecting it. Our sales records however, show prospects for Engines, Wind-mills, Well Drills, Grinders, Scales, Pumps, or some article we carry in nearly every town. We know that these prospects are your friends and customers. We appreciate the importance of both your and our positions and we realize that with our old established lines of goods, all that is necessary to guarantee our mutual success in your locality is for you to know where to find us, which house or branch can serve you quickest, the supreme quality of the goods we manufacture and our contract catalogue and prices. **Write to-day to**

The Ontario Wind Engine and Pump Company Limited
 Head Office: **TORONTO** Branches: **MONTREAL, WINNIPEG and CALGARY**







Sell The Self-Selling Plow

THAT farm implement which gives best satisfaction to the farmer is, of course, the most profitable machine for the implement agent to sell. That is why Oliver plows have for years proved so desirable a selling proposition. The fifty-year-old Oliver slogan, "The best plow the farmer's money can buy," has built up a standard of reputation and service that means enormous plow sales.

Oliver Plows: Tractor and Horse Drawn

are built as Canadian farmers want them—and that means built to suit Canadian soil conditions. From tractor gang plow down to single bottom walking plow, the construction of the Oliver line has had always in view best, fastest and easiest plowing as an object.

Make a study of the distinctive features in Oliver gangs and sulkies—the points that make for lightness of draft, ease of operation, strength and solidity. Those are the factors the farmer wants, and experience has taught him they are to be found to the highest degree in Oliver plows.

That is why Oliver plows are the best sellers. Begin a pleasanter, more profitable time for yourself by writing to the nearest branch house for information. It will at least interest you.

International Harvester Company of Canada, Ltd.

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The Premier Company

The Premier Goods



Photograph of Sawyer-Massey 27 H.P. Steam Tractor in the actual operation of winning the Silver Medal in the 1913 Winnipeg Motor Contest. This Engine finished only one and one-third points below the Gold Medal Winner. Note the quality of work necessary to win.

Points Dealers Appreciate

At the Winnipeg Motor Contest, the Sawyer-Massey 27-82 horse-power Steam Tractor, Class "A," clearly established certain, important points of Superiority over competition.

Economy of Fuel

- 1.—Cost per acre plowed, 42.8 cents; opponent, 43.6 cents.
- 2.—Per acre plowed, 106.9 lbs. coal; opponent, 109.1 lbs.

Economy of Water

- 1.—Per acre plowed, 827 lbs.; opponent, 881 lbs.
- 2.—Water used in half-hour maximum test, seventy gallons; opponent, 100.5 gals.
- 3.—Possible hours run without replenishing water, SAWYER-MASSEY, .89; opponent, .85.
- Possible acres plowed without replenishing water, 3.04; opponent, 1.68.
- Possible miles travelled without replenishing water, 2.17 miles; opponent, 1.99 miles.
- 4.—Greatest horse-power per pound water, 28.6 out of a possible 30 points; opponent, 25.9 points.

High Plowing Efficiency

- 1.—Acres plowed, 5,290 in 103 minutes; opponent, 3,209 acres in 122 minutes.
- 2.—Number of acres plowed per hour, 3.488; opponent, 1.972. In ten hour day, 34.88 acres; opponent, 19.72 acres.
- 3.—Miles travelled per acre plowed, .716; opponent, 1.181.
- 4.—Acres plowed per hour, per economy brake horse-power, 20.9 out of 25 possible points; opponent, 17.3 points.
- 5.—Average draw-bar horse-power, 50.60, rated 27 H.P.; excess, 23.66 H.P. or 88 per cent. Opponent, 30.76 H.P.
- 6.—Average draw-bar pull, 7,600 lbs.; opponent, 4,950 lbs.

High Quality of Plowing

- SAWYER-MASSEY received 7.25 out of 10 possible points; opponent, six points.

Freedom from Vibration

- Penalty, 1.5 points; competitor, 4.1 points.

Ease of Manipulation

- Received 8.25 out of 10 points; opponent, 8 points.

Lubrication

- Oil used in cylinder per maximum and economy brake horse-power, 2.2 out of five possible points; opponent, 1.1 points.

Finish, Durability, Proportion of Parts

- 17.25 out of 20 possible points; opponent, 17 points.

Rate of Travel

- Speed, in feet per minute, 220; opponent, 205 feet.

NOW IS THE TIME FOR DEALERS TO GET IN LINE WITH OUR TRACTORS AND THRESHERS AND GOLD MEDAL GAS TRACTOR.

Send for Catalogue and copy of "Sawyer-Massey Chronicle."

Sawyer - Massey Company, Limited

Builders of Steam and Gas Traction Engines, Threshers, and Road Making Machinery

Head Offices and Factories: HAMILTON, CANADA.

Branches and Warehouses:

WINNIPEG, Manitoba; REGINA, Saskatchewan

SAWYER~MASSEY

Announcement

CHARLES A. STICKNEY COMPANY beg to announce the opening of a branch office and warehouse in Winnipeg, and the organization of a sales force to supply the well known Stickney Engines direct to the trade in Western Canada.

Business Policy

Our policy in Canada will be the same as we have followed so successfully in the United States for many years—sell through and protect the legitimate dealer, furnish good engines and give prompt and efficient service.

Kerosene Engines

Our new line of pump feed kerosene engines are carried exclusively in Winnipeg. This new type of engine, without change of carburetor, not only uses kerosene successfully, but operates on gasoline or gas more economically than other engines.

Tractors

We have developed three sizes of light tractors which we are now prepared to demonstrate at our Winnipeg warehouse. These are built along new and original lines and should be investigated by all live dealers.

Dealers' Contracts

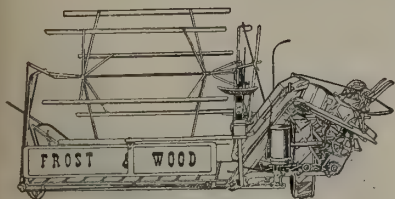
Our 1914 dealer's contract is now ready. It will appeal to every live dealer in Western Canada, and our representative is waiting to explain it and the new goods to you. Write us today.

Charles A. Stickney Company Limited

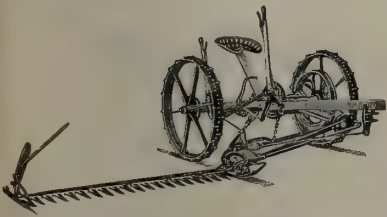
Sutherland Ave. and Schultz St., Winnipeg

Your Profit in 1914

What Will It Be?



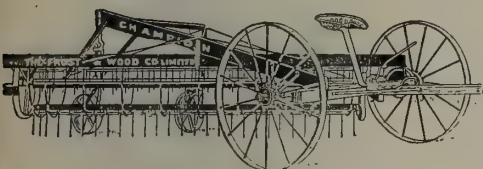
Frost & Wood Binders



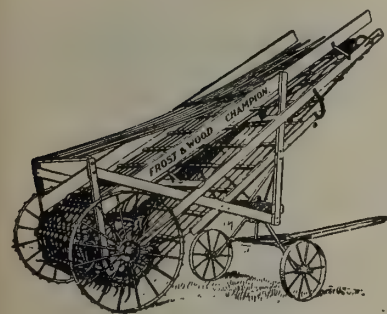
Frost & Wood Mowers



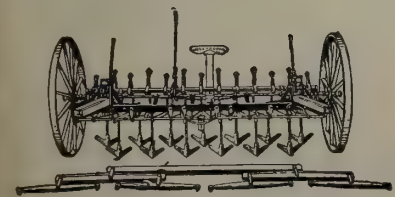
Frost & Wood Rakes



Frost & Wood Side Delivery Rakes



Frost & Wood Hay Loaders



Frost & Wood "Climax" Cultivators

In this age of progress everything and everybody that wins must be progressive. That is why Frost & Wood Implements appeal to the present day farmer. They are progressive and up-to-date. The man who buys these Implements is always sure of getting the very best.

Frost & Wood Implements have established a reputation that is a great selling advantage to dealers who handle this line. Everything that the farmer demands in a high grade implement has been put into the Frost & Wood line. The simplicity of construction, the great strength and durability, the light draft, and the exclusive features which mean fast work and no worry, are all advantages which have combined to place the Frost & Wood line high above all others for doing good work at the least expense.

The Dealer Who Handles FROST & WOOD Implements Profits and Gains Prestige

The first steps toward larger sales is to take an agency for the Frost & Wood line. These Implements are used so extensively through the West that their reputation for long service and reliability is already established. It is an easy matter to sell Frost & Wood Implements because of this reputation, and our agents everywhere fall heir to the good profits accruing from the goodwill of farmers who appreciate high class implements and insist on the Frost & Wood make.

Are you willing to trust to chance in selling implements, or are you going to assure yourself of selling the best Implements the market affords—"The Frost & Wood Line"? We are now making contracts for the season of 1914, and suggest that you write us to-day for the agency in your district.

Cockshutt Plow Company, LIMITED

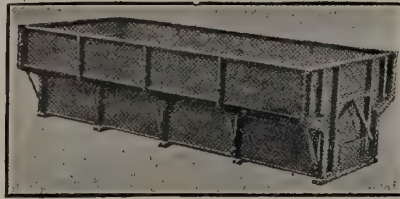
Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points:

Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie



Adams Wagons



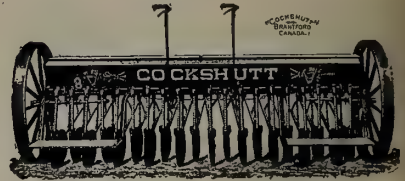
Perfection Grain Tanks



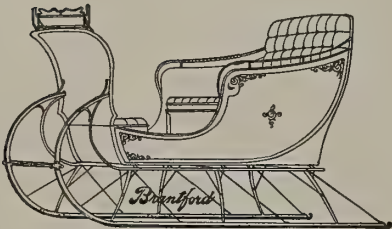
Cockshutt Harrows, with Cart



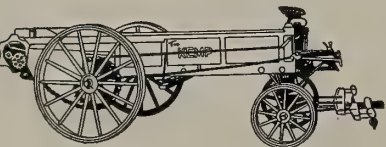
Adams Sleighs



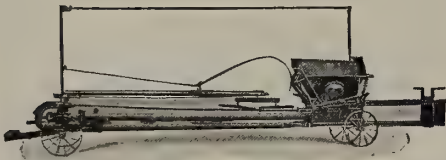
Cockshutt Drills



Brantford Sleighs and Carriages



Kemp Manure Spreaders



Admiral Sweep Hay Presses



Admiral Power Hay Presses



Wonder Grain Cleaners

Be a Cockshutt Dealer

We have started thousands of young men and experienced farmers on the high road to success by supplying them with farm machinery that has proved over and over again to be a success. The popularity of Cockshutt Implements makes it an easy matter for Cockshutt Dealers to make sales.

Everything a farmer requires for the proper working of his farm. Each implement the highest standard in its line—that's why Cockshutt Implements are popular.

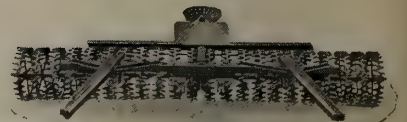
EASY SALES MEAN BIG MONEY

and the quality of Cockshutt Implements keeps the sales easy. Good material, skilled workmen, well equipped factories, a thorough knowledge of Western Canada farming conditions, and a conscientious desire to produce the best have been important factors in Cockshutt success.

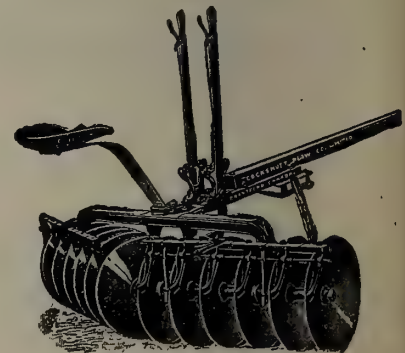
Stake your reputation as a dealer on Cockshutt quality and you will gain prestige in your district. We are open to appoint agents for the season of 1914. Write us to-day for the agency in your district. Tie up with the line that has been made successful by the choice of successful farmers.



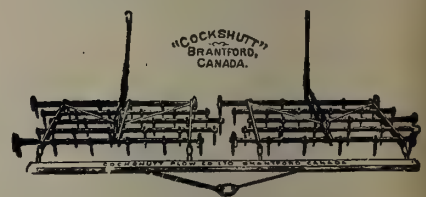
Cockshutt Plows



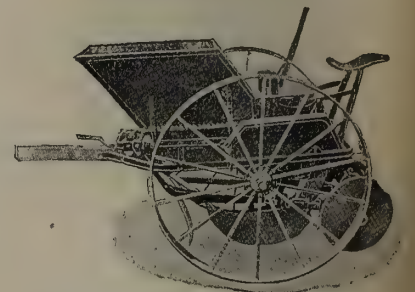
Cockshutt Pulverizers



Cockshutt Disc Harrows



Cockshutt Lever Harrows



Cockshutt Potato Planters

COCKSHUTT PLOW COMPANY LIMITED WINNIPEG

REGINA

BRANDON

SASKATOON

CALGARY

EDMONTON

CANADIAN FARM IMPLEMENTS

Vol. IX., No. 10

WINNIPEG, CANADA, OCTOBER, 1913.

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Depreciation and Farm Machinery

In taking the annual inventory of a modern engineering plant or factory, it is customary to base the depreciation of the machinery at from 5 to 10 per cent, usually at the latter figure so as to be on the safe side. This depreciation of machinery is considered a most important factor by every factory manager, yet strangely, the abnormally rapid depreciation in farm machinery is rarely considered, although it has a tremendous importance.

In the last census of farm machinery in the United States, it was reported that the average farm machine only lasted a little over five years, the maximum life of a machine being about ten years. This remarkable depreciation is away beyond that in any other class of machinery, and is without doubt due to different causes, such as lack of proper care and housing, inferior implements and the rapid improvement on models whereby older ones are made obsolete before they are really worn out.

According to the census above-mentioned, the total amount of money invested in farm machinery in the U.S. in one year reached the enormous total of \$1,265,000,000. Obviously a great part of this total was due to the introduction of tractors and stationary engines, and the many machines which have attained popularity following in the wake of the power engine on the farm. As time goes on this total will still increase, as can be seen by a scrutiny of the value of farm machinery and implements in the Province of Saskatchewan. In that province the value of farm machinery was only \$3,882,029 in 1901, while in 1911 it amounted to the large sum of \$57,538,712. Who

can say, then, what the value of machinery on our farms in America may be by 1915 or 1920! We are yearly superseding the man by the machine, and are producing a vast variety of different models whereby we may sow and reap with the minimum of hand labor.

Yet if farm machinery depreciates in value at its present appalling rate, say fifteen or twenty per cent annually, at a low estimate, the burden will become a tremendous one for the agriculturist to shoulder. As we said, no machinery at the present day depreciates more rapidly. The lathe, drilling machine, planer or milling machine, all the impedimenta of the machine shop, will last with reasonable care for from twenty to thirty years. While it is true that new types of machinery supersede the machine shop installations, the machines are not relegated to the scrap heap but are usually sold to smaller plants and repair shops, being sold and resold until it is false economy to use them any longer on account of their repair costs. Compared with the factory machine the machine on the farm has a far less strenuous existence. The latter is only used for certain seasons of the year and does not have to undergo the incessant wear and strain to which the lathe or other factory machine is subjected. Were a certain type of farmer confronted by the utterly ridiculous depreciation in the value of farm machinery, compared with that of other types of mechanisms, he would at once assert that the reason was that farm machines are made of poor materials, are badly designed and are built by poor workmen! This is, of course, the reverse of true, since

farm machines are designed, built and equipped as carefully and of as sound material as is any class of modern machinery. The type of farmer referred to contends that the machines are made so as to wear out quickly thereby increasing sales, yet the mere idea is nonsensical. Every dealer knows the bad effect upon sales when a single machine in a district may break down through the carelessness of the operator. The latter usually blames the machine rather than his handling of it. Would it be logical for the manufacturer to assume that he could benefit his sales by producing poor machines that would wear out in a year or two? The very idea is preposterous, for every dealer, jobber or manufacturer in the present year of our Lord knows only too well that a satisfactory machine is the best advertisement he can have. What then would be the benefit were he to produce jim-crack goods that would shake to pieces in a season? We have to look for the cause upon the other side of the fence—on that of the purchaser of the machine. We see the plow left in the furrow during winter, the binder dragged up beside the barn and left to rust and decay beneath the ravages of the elements; implements of all kinds grossly mishandled and never kept clean or properly attended to. We see countless farms upon which machines lie inactive because one or two minor parts are worn out or broken, and, instead of ordering a new part the owner says the machine is "no good" and discards it accordingly. There are small parts in every farm machine that are subject to great strain, and that in the course of events may give way, yet what man would

shoot his horse because it cast a shoe? The machine is left inactive because of some peculiar vision of economy that exists in the brain of its owner. Here then we find much that accounts for this enormous depreciation in our modern machinery on the farm. An engine will stand idle while pumping or other work is done by hand, all because the farmer does not understand its mechanism and does not ask someone who could help him out. All that may be wrong is that the tips of the spark plug are burned out. Another great system is that of getting the local blacksmith to effect a repair, and while we will readily admit that the local mechanic often does splendid repair work, there are cases when it is practically impossible for him to exactly duplicate the part—and the machine is correspondingly inefficient. The farmer having spent so much, refuses to send for the proper part to the jobber or factory, and the machine stands useless.

Let every implement dealer search his memory for the number of machines which he has seen discarded, all for the expense of some part costing a few dollars, and he will readily see where the mammoth depreciation in farm machinery comes in. In the automobile and the power engine the farmer has begun to more fully realize the value of repair parts, but how many thousands are there who still adhere to the old policy of letting the machine lie without repair, good money going into rot, rust and decay! The life of any machine is like the life of a man, elastic. It extends in direct ratio to the care it receives, and abuse and lack of foresight will shorten the

life of any mechanism. Let the farmer study the effects of the great life prolonging mediums in farm machines—paint, oil and grease. Rust and decay can be saved, grease protects unpainted shafting, and if machines are unprotected from the elements grease and paint are absolutely essential. In use the machine must be lubricated; no mechanism can run dry so long as the fundamental fact of friction exists.

Taking this question of the depreciation of farm machinery in all its phases, the solution is not hard to find. It is simply a case of applied intelligence in the case of the owner of the machine. Time was when farm machines were few and simple; nowadays we must, of necessity, endeavor to instil into the farmer the fundamental principles of engineering and of the importance of caring for the machine. Many a man who will talk to you by the hour on the stress that he lays on the conservation of moisture in the soil, would glare in astonishment were you to tell him plainly that he would be saving a lot of money which he now wastes if he applied the principle of conservation to his farm machinery and equipment. As time goes on we may, by our modern systems of publicity, bring home to the farmer this necessity of caring for and tending to his machinery, but until he realizes the needless loss we shall still be confronted by an utterly needless depreciation in the value of farm machines and implements.

Money makes the mare go. If you bet on her she can usually be depended upon to run away with it.

Agricultural Finance in Germany

A great deal has been said of late years regarding the German methods of loaning money to farmers on a basis of mutual support. The essence of the three systems in vogue in that country can, however, be very readily outlined apart from the usual rather incomprehensible reports issued on this interesting subject.

It must be understood that the great keystone of the German financial arch is credit; that is a conviction upon which general practice is based that there is no better form of security than a good signature. The central bank of the country—the Reichsbank—issues not money, but a currency guaranteed except as to the limited gold reserve, by bills of exchange and other commercial paper, each paper accepted by the Reichsbank bearing a number of good signatures. The policy of this central bank is to accept commercial paper from private individuals and banks, and to issue currency in the amount of the paper accepted—a policy which enables minor banks to carry on their work with reasonable assurance that properly accepted paper can be rediscounted at any time. It is apparent, therefore, that a currency system of this character can break down only in the contingency of a collapse of the whole commercial structure of the German Empire—a very remote possibility.

This theory of mutual financial support—that is support through indorsements—in the field of large commercial transactions has been extended to operations wherein the small farmer and landowner appears as a borrower.

German financiers are well aware of the limitations established by Nature upon the farmer, and how essential capital is to him until his products can be marketed, a condition only too well known in Western Canada.

To meet the needs of agriculturists, particularly, and the requirements of urban borrowers, three general groups of money lending institutions have been evolved in German finance, each of these having a central organization so that the smallest unit in the system is part of the great financial structure of that Empire and is brought into contact with it.

The Landschaften organizations were the first to identify themselves with the economic system of Germany. These organizations comprise landowners of a fairly responsible class, limited as to credit individually, and who, without their organizations, would borrow only in their own neighborhood and by paying fairly high rates of interest. The members of these organizations submit their land to appraisal and mortgage their property to the organization, so that the organization disposes of the combined credit of the entire membership. When a member desires to borrow money he obtains bonds from his Landschaft organization, these bonds representing the value of his own mortgaged property. The bonds which he receives are secured by specific mortgages, but by all the assets of the society, and they are payable to bearer. The borrower asks for a bond upon which his association pays 3, 3½ or 4 per

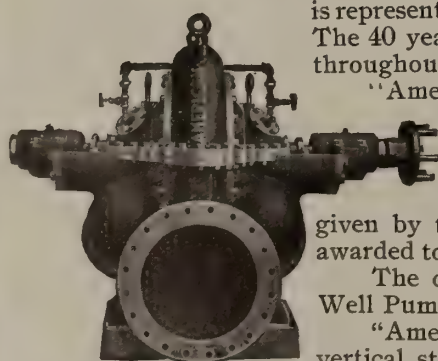
cent interest. He sells his bond at market rates, usually under par, and keeps the proceeds. Thereafter he pays interest and sinking-fund installments upon the nominal value of the bonds which he has sold, into the treasury of the Landschaft organization.

These bonds, or mortgages, are recognized throughout Germany as commercial paper of an excellent class, and are always in demand. Loans obtained by members of the Landschaften run in amounts varying from \$750 to \$5,000.

The second groups of borrowing institutions bear the rather unpronounceable name of Genossenschaften, a body divided into two banks, one dealing with small landowners the other with both rural and urban borrowers. These are known as the Raffeisen and the Schulze-Delitzsch banks. Both banks are composed of individuals whose security for their borrowings consist only of their general reputations for integrity. The two banks provide a method whereby members indorse each other's borrowings to the full extent of their own assets. Members are brought together who reside in a small defined area, with a population of usually between 400 and 2,000. By this means it is expected that every member is acquainted with his associates, eliminating such men who are known to be irresponsible or grossly improvident. The association, i.e. the banks, pay interest on deposits, and, having an excellent reputation, obtain deposits from which loans are made, generally in rather small sums.

The loan having been extended to a member of the organization, all other members are jointly responsible for repayment of the

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

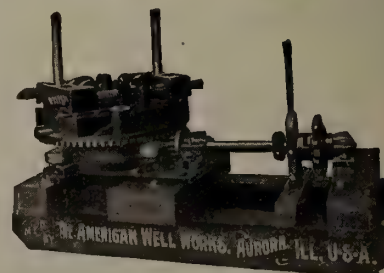
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



sum borrowed. The local societies have district banks, and these again have central institutions, so, therefore, the tiny streams of personal credit are focalized and brought together.

In 1910 there were 14,993 of these banks with a total membership of 1,447,766, having outstanding loans of \$452,249,961.

Some of the principal administrative features of the banks are loans, only to members for protective or provident purposes only; credit for extended periods with repayment by installments; an annual determination of the maximum credit of individual members at any one time; absence of profit seeking; dividends limited to rates of interest paid by borrowers for their loans; all office-holders, except the secretary, give their services free. The features noted apply to one of the banking systems, the Raffeisen, while the other usually charges 4 to 5 per cent. interest for loans, pays $\frac{1}{4}$ to $\frac{1}{2}$ per cent. more on interest for deposits than the rate paid by ordinary savings banks.

The security of depositors in both systems is based upon unlimited personal responsibility, common knowledge of the standing of the members, and competent supervision of each society by its own board of supervisors. Audits are compiled by outside accountants working under the direction of the combined groups of the entire system.

The third group of money-lending associations are what we might term land credit banks. These are banks of a commercial character, organized for profit, but making loans only upon real estate security. They are to be found in the majority of the small centres of population. Their system is that they obtain deposits, which provide them with the necessary funds for making loans. Should they run short of deposits for the purpose they obtain the necessary capital from their own central mortgage bank. These land credit banks loan money on mortgages made out in their own names, or upon mortgages issued to bearer, and should the mortgage be so indorsed the rate of interest charged is somewhat higher—possible one-half of one per cent. more than current market rates.

The most important aid to borrowing to landowners in Germany is the simplification of the documents necessary in these transactions, and also the facilities existing for the issuing of

mortgages to bearer rather than to individuals.

It is, therefore, possible to define with fair accuracy the systems employed by the land banks of Germany, so as to let the average individual comprehend the mutual dependability of the system—one that is so far unsurpassed in the financial world. It will be remembered that an American commission is making investigations into the German agricultural credit systems at the present time, the motive being to attempt to duplicate or organize some such system of land banks in America, although the different distribution of wealth in the two countries would doubtless require an adjustment suitable to conditions on this side of the Atlantic.

Flint & Walling Increase Plant

The well known manufacturing plant of Flint & Walling, Kendallville, Ind., will be increased by the addition of a large warehouse to cost from \$40,000 to \$50,000. This addition to the factory will be three storeys in height, 60 feet by 270 feet long, and will be of brick and mill construction. An overhead bridge will connect the new warehouse with the existing plant. The rapid growth of this aggressive firm, who manufacture pumps, windmills, gasoline engines, etc., denotes a corporation who are alert to meet the demands of the agricultural fields, and the large business they enjoy ought to be still further increased by the extension of their plant.

The Last Joy Ride

Over the hills to the poorhouse I am setting a sizzling pace;
I've mortgaged the home for an auto,
and I'm playing her straight and for place.
There are others who will help in the running, but I'm holding my own, you bet—
I can see the roof of the county farm, and I'm going to get there yet.
Of course, I couldn't afford it—there are very few who can—
But the family whined about it and insisted I wasn't a man
If I didn't get six cylinders, a tonneau, some tires and plugs
And go out and speed on the highway with the automobile bugs.
The girls had to hire a "shuffer," a lantern-jawed son-of-a-gun,
And when sonny goes out for a joy ride I'm sorry he hasn't one.
For whenever he hits a lamp post, or sends the old car in the ditch,
I cough up some more spondulix to fatten the bloated rich.
Whoopie! Clear the way, for I'm coming—just passed by a bunch of my friends,
All bent in the same direction, where the road of the scorcher ends.
It's the place of a drunken sailor at the helm of a rudderless ship—
Over the hills to the poorhouse I'm hitting a heluva clip.
—Houston (Tex.) Chronicle

States Agency for Stewart Sheaf Loader

The Stewart Sheaf Loader Company, of Winnipeg, Man., has established a general agency at Fargo, N.D., from which point the trade in North Dakota and Minnesota will be handled. This agency has been placed in charge of O. E. Matlock, formerly of Nashville, Tenn. Mr. Matlock has been with the J. I. Case Threshing Machine Company for the past seventeen years.

Moline Plow Co. Meeting

The annual meeting of the Moline Plow Co. was held at Moline, Ill., on September 30, when all the old officers and directors were re-elected for another year. Reports submitted showed the company's affairs in excellent condition and the volume of business increased over previous years.

Officers chosen by the board are: President, G. A. Stephens; vice-president, F. G. Allen; secretary, C. R. Stephens; treasurer, C. A. Banister; assistant secretary, L. C. Blanding.

Few men travel over the road to success without an occasional puncture.

METALLIC SIDING

FOR
Houses, Stores, and Outbuildings



Produces a handsome effect at a surprisingly low cost.

Durable. Fireproof. Weatherproof.

Write for free illustrated Catalogue

DEALERS AND AGENTS

get in touch with us to-day and take up the sale of this line. No Stock to carry. Sell from Catalogue and Samples.



THE METALLIC
ROOFING CO.
LIMITED.
MANUFACTURERS.
WINNIPEG, MAN.

Head Office: TORONTO, ONT.

C54

This Fall—

all over Canada — farmers will be planning improvements to their farms — building — rebuilding — making additions:

and they'll be asking "Where can I buy 'Louden' Barn Equipments?"

Because they know from experience that "Louden" Lines save money, time and labor, and put money in the farmer's pocket.

The point is—Are you going to be one of the dealers to supply this demand for

Louden Barn Equipments

in your locality?

Louden Lines are money-making, profit-building lines to every dealer.

They will pay you as they have paid others.

Get busy and let us send you our Catalogue and Agency terms.

Are you prepared?

Louden Hardware Specialty Co., Winnipeg

Head Office:

The Louden Machinery Co., Guelph, Ont.

A U.S. Tractor Demonstration

A unique power-farming demonstration was staged at Fremont, Nebraska, from Sept. 8 to 13, the prime mover in the innovation being the agricultural press of Omaha. Sixteen manufacturers of farm tractors put forward forty machines, and the success of the demonstration was away beyond what was expected even by the originators. The demonstration was in no way a contest, such as is the yearly event held at Winnipeg; inasmuch as no data or figures regarding the work of the tractors was compiled. The main idea of the demonstration was to bring forward as many firms as possible, and then to let the farmers judge for themselves regarding the different tractors.

The demonstration was held on a 500-acre tract of land, a mile and a half from Fremont, the soil being a heavy black gumbo, hardened by the hot, dry weather, and presenting a test that required the utmost efforts on the part of each machine put forward. The various tractors, however, gave an excellent display of their powers, and doubtless largely influenced the considerable attendance of farmers who were present in favor of power-farming. The forenoon of each day during the meeting was devoted to private demonstrations, while at 1 o'clock daily the tractors moved in a body to the field where positions were assigned exhibitors by alphabetical arrangement of their names. In case the "A's" had a favored position the first day, those at the end of the alphabet were favored the next day. Each exhibitor was permitted to have only one engine plowing at a time, but a fresh engine or one of a different type or style could be substituted whenever the exhibitor wished. The rules connected with the demonstration were very simple, each exhibitor being compelled to finish his allotment, and then all exhibitors joined in finish-plowing the ends. This unison of action had a great effect on the spectators at the exhibition.

The demonstration was in charge of A. E. Hildebrand and Professor L. W. Chase, head of the agricultural engineering department, University of Nebraska, who, it will be remembered, was Engineer-in-Chief of the Motor Contests held at Winnipeg during July of this year. Assisting them were E. Brackett, an instructor at the State College, and Prof. L. F.

Seaton, also of Nebraska University. One of the most interesting regulations in connection with the demonstration was that a minimum depth of six inches must be plowed, the maximum depth being twenty-one inches. This point is one of great moment to all interested in the gospel of deep plowing, which has been advocated so extensively by agricultural authorities. Each exhibitor bore a huge number on the tractor so that it was easy for visitors to locate different tractors on any portion of the field. No small consideration to farmers who might be able to pick out any tractor by its general design and outline when seen from a distance. The attendances totalled between 12,000 and 15,000, farmers being present from as far north as Edmonton, Alta., and from extreme points in the Southern states.

The popularity of the automobile on the farm was evidenced by the fact that farmers autoed from points as far distant as 100 miles from Fremont, while on one of the days during the demonstration it was estimated that 1,000 cars were upon the ground. Such a crowd was obviously of great value from a selling standpoint, and the majority of farmers were there for business, carefully following the individual work of the exhibitors so as to form their personal opinion as to the type of machine which they favored. At least twenty tractors were sold during the demonstration, and between thirty and forty engine gangs. This, of course, was quite apart from the large list of prospects gained by the different exhibitors, from which many sales ought to develop. On the opening day, prior to the beginning of the exhibition a parade of all the tractors was held through the principal streets of Fremont, while visitors were overwhelmed by the hospitality of the town, a water-melon feast and a barbecue being among a few of the many diversions offered.

A state official took about 2,000 feet of moving picture films of the demonstration, which should prove to be of the greatest interest to the general public as well as to widespread farming communities. The most remarkable spirit of co-operation among the tractor manufacturers was demonstrated, and friendliness predominated during the entire exhibition, the success of which can be best gauged by the fact

that already the promoters have announced that plans are being prepared for next year, having the experience of this year to work upon. Many prominent officials from the various tractor factories were present during the demonstration, and among others M. Deshmukh, a Hindu who is investigating power plowing in the States in the interest of the British Government, and a Russian power farming expert who is studying the possibilities of kerosene engines for use in his country. In commenting on the success of the demonstration, Prof. Chase said to a representative of a farm machinery journal:

"Never in all the big International contests at Winnipeg have they had such crowds as they are having here at this American Demonstration. I prophesy that this will be of tremendous value to the farmers who are having a chance to study the possibilities of farm power at first hand. In many parts of this country there is a periodic hay famine, or else a scarcity of fodder, but so far we have never had a fuel oil famine. A meeting like this teaches the people that there are tractors of all sizes for all farms, and that with the good market value which such conditions bring about for hay and oats it will oftentimes be a paying proposition to have a gas or kerosene driven power plant do the work, selling the feed which otherwise would be required to maintain a greater number of horses."

Many of the engines put forward were stock machines shipped directly from neighboring warehouses. They varied in size from 30 to 60 horse power—from the engine capable of hauling a few bottoms to the mammoth machine that could break a large area in an hour. The interest of the farmers centered around the smaller machines, seeking as they were for the general purpose type of tractor which would do work other than mere plowing, Nebraska farmers have shown that it is possible to handle every step in grain growing, from the breaking of the soil to the hauling of grain to the elevator, by means of tractors, doing the work more cheaply and more quickly than it could be accomplished by horses. As a demonstration this exhibition was diametrically opposite to the annual event held at Winnipeg, which has always been, beyond everything, an engineering event in which those most interested were the designers and manufacturers of the competing tractors. As to which

form of tractor exhibition is superior comparison is very hard on account of the entirely different scopes of the two events, the one being most important from a mechanical standpoint, the other more of a selling demonstration.

Below we give a complete list of the manufacturers who participated in the demonstration, together with the number of tractors put forward:

Avery Company, Peoria, Ill., three.

Aultman & Taylor Machinery Co., Mansfield, O., two.

American Gas Engine Co., Kansas City, Mo., one.

J. I. Case Threshing Machine Co., Racine, Wis., three.

Emerson-Brantingham Implement Co., Rockford, Ill., three.

Hackney Manufacturing Co., St. Paul, Minn., two.

Hart-Parr Company, Charles City, Ia., three.

Holt Manufacturing Co., Peoria, Ill., three.

International Harvester Company, Chicago, four.

Kinnard-Haines Company, Minneapolis, Minn., two.

Leader Engine Co., Grand Rapids, Mich., four.

Minneapolis Steel & Machinery Co., Minneapolis, Minn., three.

M. Rumely Co., Laporte, Ind., two.

Russell & Co., Massillon, O., one.

Wallis Tractor Co., Racine, Wis., two.

Ward Tractor Co., Lincoln, Neb., two.

Plows made by the following manufacturers were used in the demonstration:

Deere & Co., Moline, Ill.

Parlin & Orendorff, Canton, Ill.

Oliver Chilled Plow Works, South Bend, Ind.

Moline Plow Company, Moline, Ill.

J. I. Case Plow Works, Racine, Wis.

Racine-Sattley Co., Springfield, Ill.

Gale Manufacturing Co., Albion, Mich.

The stringent rules of the Winnipeg Motor Contests must be deplored by the engine operators and drivers who have seen service at these yearly contests, for owing to the free-and-easy procedure at Fremont it was a popular pastime for the fair sex to ride across the field on plow platforms or in the cabs of the engines. We would suggest that although such frivolity increased the load of the engine it doubtless increased its "gas" supply.



THE TRADE-MARK OF QUALITY
MADE FAMOUS BY GOOD IMPLEMENTS

A NATIONAL reputation for the highest grade farm implements can only be built upon the successful working of those implements in the field.

John Deere Implements have been made in ever increasing volume since 1837. This means little of itself—

But when you consider that this growth and development is because farmers have found them standard for 76 years—standardized by the good-will of the users—then the fact becomes important to every John Deere Dealer.

JOHN DEERE FACTORIES

Deere & Company Moline, Illinois.
Steel Plows, Cultivators and Harrows.

Deere & Mansur Company Moline, Illinois.
Corn Planters, Disc Harrows and Beet Tools.

John Deere Wagon Company Moline, Illinois.
Farm and Mountain Wagons and Teaming Gears.

Marseilles Company East Moline, Illinois.
Shellers, Portable Elevators, Wagon Dumps
and Manure Spreaders.

Davenport Wagon Company Davenport, Iowa.
Roller-Bearing Steel Wagons and Gears.

Van Brunt Manufacturing Company . . Horicon, Wisconsin.
Grain Drills and Seeders of all kinds.

Dain Manufacturing Company Ottumwa, Iowa.
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses.

Dain Manufacturing Company Welland, Ontario.
Hay Tools and Spreaders for the Canadian Trade.

Syracuse Chilled Plow Company Syracuse, New York.
Full Line Chilled Plows and Spring-Tooth Harrows.

Fort Smith Wagon Company Fort Smith, Arkansas.
Wagons for South and West.

John Deere St. Louis Buggy Factory . . St. Louis, Missouri.
Full Line of Vehicles.

JOHN DEERE BRANCH HOUSES

Deere & Webber Co. Minneapolis, Minn.
John Deere Plow Co. Moline, Ill.
John Deere Plow Co. Des Moines, Iowa.
John Deere Plow Co. Milwaukee, Wis.
John Deere Plow Co. Bloomington, Ill.
John Deere Plow Co. Omaha, Neb.
John Deere Plow Co. Sioux Falls, S. D.
John Deere Plow Co. Kansas City, Mo.
John Deere Plow Co. Oklahoma City, Okla.
John Deere Plow Co. Denver, Colo.
John Deere Plow Co. St. Louis, Mo.

John Deere Plow Co. New Orleans, La.
John Deere Plow Co. Nashville, Tenn.
John Deere Plow Co. Atlanta, Ga.
John Deere Plow Co. Dallas, Texas.
John Deere Plow Co. Portland, Oregon.
John Deere Plow Co. Spokane, Wash.
John Deere Plow Co. Boise, Idaho.
John Deere Plow Co. San Francisco, Cal.
John Deere Plow Co. Indianapolis, Ind.
John Deere Plow Co. Columbus, Ohio.
John Deere Plow Co. Lansing, Mich.

John Deere Plow Co. Baltimore, Md.
John Deere Plow Co. Syracuse, N. Y.
John Deere Plow Co., Ltd. Winnipeg, Man.
John Deere Plow Co., Ltd. Saskatoon, Sask.
John Deere Plow Co., Ltd. Regina, Sask.
John Deere Plow Co., Ltd. Calgary, Alta.
John Deere Plow Co., Ltd. Lethbridge, Alta.
John Deere Plow Co., Ltd. Edmonton, Alta.
John Deere Plow Co., Ltd. Welland, Ont.
Consolidated Wagon & Mach. Co. (Distributors)
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JOHN DEERE QUALITY GOODS

Sold by John Deere Dealers Everywhere

Cockshutt Headquarters in Calgary



On Sept. 8th the Cockshutt Plow Co. took possession of their fine new warehouse and offices on Centre Street and 12th Avenue, Calgary. This new and handsome edifice is one of the best equipped implement warehouses in Western Canada. The building, which cost approximately \$150,000, is very conveniently located right in the heart of the city, and in one of the best wholesale sections of Calgary. It presents a splendid appearance, and has every facility for handling a large implement business to advantage. In construction the building is composed of red pressed brick and stone trimmings, semi-mill construction, having five storeys and a basement. It has a frontage of 120 feet on Centre Street and 100 feet on 12th Avenue, and is equipped with two spur tracks, each 120 feet in length, making it possible to handle six cars at one time. The building has two large electric elevators, one 5,000 lbs., and one 3,000 lbs.

On the ground floor is located the showroom, local salesman's office and shipping department. The first floor contains five commodious offices running across the full south side of the building—100 feet by 40 feet deep—while the balance of the floor is used for repair rooms, cloakrooms and

lavatories. All the other floors are used for storage purposes. The building, which was commenced during December, 1912, had as architects F. Peters, Winnipeg and Lowson & Fordyce, Calgary, while the contractors were Jones and Lyttle, Calgary. This new warehouse reflects the greatest credit to the Cockshutt Company, and should greatly aid their business facilities in that Western city.

The Question of Standpoint

Some dealers regard the trade journal as merely a necessary evil, others as an extravagance, while a few consider it a form of graft—at least, that is the impression that some dealers would give. No man has ever found a really live dealer who was not a trade journal reader, and the man who is making good in any line today is the man who studies his line through the publications connected with it. The trade paper is the text book of business, and is a necessity for the man who wants to succeed. In it he finds what he wants to know—what he ought to know. No man has willingly neglected business knowledge who will not live to regret it. Knowledge is more than power in business; it is pelf.

Changes in Business Methods

Looking back 20 or 30 years in the mechanical world we see a wonderful change in the types of machines and in the methods used in their construction. Yet no less noticeable are the modern methods of securing business, compared with those that once existed. In all these changes one great truth predominates; that is, that the only safe course is that

in which there is nothing savoring of double dealing. More and more are sales being made on the merit of the article alone, and its value to the man who uses it. We now realize and practice the principle that it is not necessary for one party in a transaction to be the loser; therefore, unless both parties benefit, the transaction is a failure.

Open dealing is the only modern way to succeed in business, and the various trade and business organizations which have grown so strong in the past decade have thrived because they have proved the old idea of secrecy to be wrong. The getting together of men of the same lines of business has shown that competition may, after all, be decent and friendly, and that there is nothing to be gained by the old idea of secrecy or attempted deceit as to machines, methods or prices.

Good Business in Russia.

A publication in St. Petersburg, Russia, states that in view of the excellent harvest from all crops, and the high cost of labor, in the province of Saratov there is an unprecedented demand for farm implements and machinery. This demand is estimated to be three times as great as in any preceding year. Many firms have sold out all their stocks, and dealers have raised prices for agricultural machinery and implements 35 per cent above normal rates. The principal demand is for harvesters and threshing machines. Moscow would be the trading center for reaching the Saratov region, whose principal city, Saratov, has a population of 150,000.

HIS OPPORTUNITY

WHEN the lattermost sheaf has been lifted,
And the wagons have gone on their way;
When the crop correspondent most gilded
At last has got nothing to say!

With the thresher a dot in the distance,
As the straw-blaze is flickering to death,
The farmer considers his sackfuls—
And opines that at last he'll draw breath.

He trundles his grain to the railroad
And handles and hefts the cold cash,
As he dreams of the auto he longed for
When a decent-sized wad he could flash.

* * * * *

But this is the opportune moment
That the implement dealer must take.
When he, to succeed in that business,
Must get after that newly-won stake.

So out of the shades of the evening,
Unobtrusive the dealer must float:
"That crop you just lifted was fine, Seth,
So shell out, you must settle this note!"

—C. Y. Nicus.

British Trial of Milking Machines

The Royal Agricultural Society of England, in the course of its show at Bristol during this year, held a trial of milking machines. Originally 17 of these machines were entered, but only ten actually competed. The trials were conducted by two judges, with the assistance of the society's consulting engineer, three dairy bacteriologists and four stewards. A full report has been issued by the judges, in the form of a 22 page pamphlet. They state that milking machines work on two fundamental principles, viz., vacuum plus mechanical pressure and mechanical pressure alone. The first of these principles has been generally adopted, the inventors taking advantage of the vacuum controlled by a pulsator to obtain the mechanical motion by which the cow's teat is pressed by the rubber teat cup at the same time that the vacuum is present to draw the milk from the teat. In this manner the machines virtually imitate the sucking motions of a calf. The judges of this British trial state that the practice of using rubber tubes should be condemned for several reasons, the most important being the possibility of bacteria being present on the surface. That is, they state that rubber is very difficult to clean thoroughly. Another point they quote against rubber tubes is that they are apt to crack by being perpetually bent.

The first prize of £25 (\$121.67) and the Society's Gold Medal was awarded to the Omega Milking Machine (Mjolkingsmaskin Omega) of Flen, Sweden. The Omega machine consists of four main parts: the teat cups, the conduits, the pulsator and the receptacle. These are combined in one unit which is attached to the cow by means of web straps, so that the weight of the unit is supported entirely by the cow; but unlike the majority of machines the milk ducts are made of celluloid, are transparent and very tough; the inner surface very nearly approaches the smoothness of glass and so the milk ducts are quite easily cleaned. The teat cups are entirely supported on the celluloid duct tubes which are led into the milk receptacle through rubber ring washers; the latter are air tight but allow of practically a universal motion of the cups, including a telescopic motion, thus allowing the cups room for adjustment to fit any cow. The tube being transparent the attendant can at once see that all four quar-

ters are milking properly, and by means of a tap, which is fitted to each tube where it leaves the cup, he can cease to operate any cup he may choose. The power required to work four machines is about 1 h.p., with a vacuum of 14 to 15 inches of water. The price of the four machines, sufficient to milk a herd of fifty cows, is £80 (\$389.33). From two morning milkings of four cows, the Omega machine averaged 19 lb. 6 oz. of milk per cow, the strip-pings averaged 1 lb. 4 oz. per cow and the time taken was $6\frac{3}{4}$ minutes per cow.

The second prize of £10 (\$48.67) and the Society's silver medal was awarded to Messrs. Vaccar, Ltd., of 7, Denman Street, London, E.C. Their system consists of rubber lined teats connected with the receptacle, by a length of rubber tube through which the milk is drawn. The receptacle stands on the ground. The tubes are usually cut and a piece of glass tube is inserted to enable the attendant to note the flow of milk. The intermittent action of the vacuum is attained by means of a double cylinder horizontal duplex pulsator which is fixed to the top of the receptacle. The price of the Vaccar machine for milking 50 cows, which includes two machines with a double set of cows capable of milking four cows at one time, is £110 (\$535.33).

Handling the Cow

Secretion of milk is largely a nervous process. Excitement is another factor that will make it impossible for a cow to give all the milk she is capable of yielding. Everyone has experienced sensations of right when the mouth would be dry and the saliva refuses to flow. It is the same with the secretion of milk when the cows are frightened or excited. A dog although he may save may steps night and morning in going after the cows is an unprofitable auxiliary on many farms. A few trials with scales and tester at times when the cows have been excited, and another when they were driven quietly will emphasize the importance of avoiding nervous excitement.

One thing every farmer and dairyman should insist upon and practice himself is that sufficient time be taken to milk the cows, even if so much field work cannot be accomplished.

Get the consumer's viewpoint, not his goat.

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CREAM SEPARATORS

Are Trade Bringers

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Dairy Supplies The agent who is selling cream separators and silos might just as well sell his dairy farmer friends their dairy supplies. We carry a very complete line, all of which are listed in our catalog.

Farm Supplies These include cow stanchions, litter carriers, gas engines, platform scales, spraying outfits, barn tanks and other farm requisites.

Creamery Supplies If there is a creamery in your locality why not get in touch with them and find out what they need. You will find a complete line of creamery supplies listed in our catalog.

Cheese Factory Supplies We carry a complete line and will be very glad to have an opportunity to quote you prices and terms.

It is our policy to carry a complete line of the various machines and supplies required in the dairy field, both in the factory and on the farm, all of which you will find described and illustrated in our various catalogs. If it is made or sold by De Laval you can rest assured that the quality is the very best.

SEND FOR COMPLETE CATALOGS

DE LAVAL DAIRY SUPPLY CO., LIMITED

MONTREAL PETERBORO WINNIPEG VANCOUVER

Overhaul your Premises

About this time of the year every implement dealer should take a look at his premises, and consider how much improvement they require in the way of painting and overhauling. Many implement stores are sadly needing a coat of paint and the sign outlined in bold coloring. It may be that there is a conspicuous place on your walls where you could effectively display your name to advantage. If so, do not hide your light under a bushel, but have a good eye-catching sign. The old stand will look one hundred per cent better if you will give it a coat or two of paint, and attend to any repairs that may be necessary on the roof or elsewhere. A man is usually judged by his place of business, and a clean, neat and tidy appearance, the destroying of weeds and old junk is a help to trade. The day is past when any old shack can be labelled an implement warehouse, and the expenditure of a little money on paint will be a good investment that you will never regret.

Getting Trade

A real profit is never made on goods until such time as they are sold, and the cash in your possession. This being true, selling and collection plans are of vital importance to every retail merchant. He must constantly scheme to get rid of what he has, and to get paid for what he has sold. On these two thoughts hinges the philosophy of bigger business for you or for any retailer. The old and obsolete method of waiting for the customer to heave up over the horizon is useless. You must attract him, and if he owes you anything must chase him for it. Originality in selling schemes is as important, as profitable in the retail business as in the mammoth corporation. The necessity is alike in both, and both are extended in proportion to the energy they show in building sales.

The Value of Machinery

The grade of a machine, in other words, its quality value as a mechanism, is usually looked upon from entirely different standpoints by the engineer and the purchasing public. The engineer or manufacturer considers service, the purchaser usually considers cost. A machine carefully designed to give the desired ser-



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
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FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

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vice, having the material carefully selected for the stresses which will be imposed upon it, and on which the workmanship is such as to render the machine serviceable over a sufficient period should be classed as a high-grade machine regardless of its selling price. The public usually associates high price with high quality, yet in modern manufacturing it is possible to produce, for instance, a high-grade and serviceable engine at a comparatively low cost. Again, an engine may be produced cheaply only through poor workmanship and inferior materials. Here, then, lies the question for the dealer, the selection of the machine of quality and grade, irrespective of price. It is, however, always to be remembered that no machine, whether an engine or any other mechanism, can be produced at a price utterly incompatible with good materials and honest, skilled workmanship. A certain degree of accuracy must be maintained, and accuracy represents money in modern engineering. Only by accuracy can dependability be guaranteed.

The Auto and the District

Much has been said and written both for and against the automobile, but it is a valuable adjunct to any implement business. It forms a means whereby the surrounding district can be read-

ily covered, keeping the dealer in contact with his trade. It can be termed a bond that allows the dealer to draw his customers and prospects more nearly to his business, and forms a means of intercourse with his community that is invaluable from a business standpoint. Whenever the weather permits he may be away out the trail studying conditions, meeting farmers and noting their needs while at the same time taking an interest in their toil and troubles. He visits the farm and the farmer's wife, and engine and separator sales may result from his comments and observations while out on his territory. Such time is not wasted, and very often this contact with his district results in the dealer being looked upon as a real friend and a man who can assist in any case of perplexity, rather than as a distasteful but necessary evil.

The Mistake of Multiplicity

Time was when dealing in farm implements was a job that any man thought he could handle easily; but the years are eliminating the unfit—as they usually do! The demands upon intelligence, ability, time and equipment are nowadays much greater than they used to be. The story of the dog who had a piece of meat in his mouth, and, looking into the placid water of the pond grabbed

at the meat he saw in the mouth of his own reflection, losing what he had, is one that should appeal to every implement dealer. In terse phraseology we might say that a man "may bite off more than he can chew."

The possibilities of the implement trade are so much vaster than in past years that it is not so necessary as heretofore for the dealer to try and handle everything. He should study his local conditions and his special fitness and ability, and, according as he finds his capacity so should be restrict his lines, from a full line to a series of special equipments. Let him determine his business policy without a multiplicity of lines. We can remember the manager of a large implement store in Saskatchewan who had a large line of ladies' and gent's shoes in stock, but—as Mr. Kipling says—that is another story. Boots and buggies don't harmonize.

When the dealer realizes that he can do just so much, consequently reducing his business efforts to just those lines which he likes best to handle, and can profit by, he is on the way to sane retailing. Every dealer has, primarily, got to consider the undeveloped trade in his territory in a particular line which would justify the effort necessary to secure it. It is wonderful how little a business can make a good living for a man if he conscientiously devotes his whole mind and energy to pushing one or two particular commodities. Thomas Lipton was essentially a grocer, but he saw that his horoscope directed him to the tea-pots of the world—and Tom has quite a respectable banking account and now plays at expensive games like a yacht racing.

Rightly directed selling effort makes trade demands. It is not at all necessary for the dealer to carry everything from tin tacks to threshing machines in order to fill his time and his pockets. Limitation is the secret of success in retailing. Let the other fellow yell the old adage about having everything from a pin to a sheet anchor, and just direct your effort to the things, that will sell best and that you feel you can successfully handle in your district. Concentrate your energies on certain lines and follow them steadily, and in the end the few and not the many will prove to be the most profitable in handling farm implements and machinery.

Demonstration counts about nine points in a sale.

The Value of Knowledge

Can you sit down and talk intelligently to the farmer about deep plowing, about forming a mulch to hold the moisture; what it means to conserve the soil? Are you in a position to suggest new methods to your customers whereby they may benefit? Every dealer should be more than a mere seller of farm machinery and implements; he should be an educative force in his community, and the more he disseminates knowledge acquired by personal study the greater friend will he be to his customers, and the greater will be his success in the retail implement business. Knowing the business of retailing implements is not all; the dealer must also be a competent critic and advisor regarding modern farming in its most scientific phases.

Care in Buying

Care in buying is one of the greatest principles in business. The man who buys foolishly or carelessly throws away at least a part of his expenditure. He may pay more than an article is worth, through not giving sufficient attention to details, thereby practically throwing away the amount over the legitimate value of the article. Haste or carelessness are the greatest factors in bad buying—and a nonchalant order may result in useless waste of the money involved. A man should know decisively what he requires, and the more nearly he is exact in this respect the more profitably he can consummate any purchase with economy to himself. No man should buy goods without a clear idea of their value and of their value to him from a retailing standpoint. The study of the goods and the perusal of catalogs will greatly aid him in this respect, but in any case the purchase should not be rushed through without due care and forethought. He who buys carelessly is not conducting his business carefully.

Past and Present

In the old days business men cut each other's throats. Later they cut prices. Then they cut acquaintance. Now they co-operate. The inane competition, born of selfish rivalry, which has only one object—success through the failure and elimination of a competitor—is now almost non-existent.—Elbert Hubbard.



E. J. Benedict

E. J. Benedict, who will control the destinies of the Canadian headquarters, Emerson-Brantingham Co., has had a wide experience in the implement business which admirably adapts him for the onerous position which he now occupies.

His initiation in the machine business was in 1895, when he went on the road for a harvesting machine concern. In 1897 he went into the threshing machine business, and for nearly ten years was connected with the Nichols & Shepard Co. Later he became connected with Reeves & Co., first at Kansas City, thereafter coming to Canada where he took charge of the Canadian business of that company at Regina. He continued in the services of the Reeves Co. until they were merged with the Emerson-Brantingham Co. in 1912. Since then he has been in charge of the Canadian business for that organization, in Winnipeg, and will now control their business from their new headquarters in Regina.

Square Dealing

The worst fooled man in the business world is he who thinks he successfully can continue to fool other people. The only solid foundation for permanent business success is square dealing. There is no exception to this rule. What appear to be exceptions are deceptive. The man who profits through crookedness, in the end bankrupts his own self respect and forfeits the good opinion of his fellows. Money gained is but a mockery under such circumstances.



H. R. Howard

The above photographic reproduction is a speaking likeness of H. R. Howard, the genial Canadian manager for the Chas. A. Stickney Co., of St. Paul. Mr. Howard was born at Lake Crystal, Minn., in 1865, receiving his education at the public schools of that centre. After leaving school he occupied the position of cashier in a bank in his home town for three years, but his health breaking down he was forced to leave banking, choosing a more suitable calling—the implement business.

We next find him on the road and office staff of the McCormick Harvester Co., where for twelve years he occupied in succession practically every possible position on their road and office staffs in South Dakota. After this wide experience, he became in 1901 connected with the Chas. A. Stickney Co., of St. Paul, having acted since that year in their employment in various important positions connected with the company, and also as special representative at various points. Now that the Stickney Company have opened up a Canadian branch in Winnipeg, they have chosen Mr. Howard to occupy the post of Canadian manager for the company, a position in which he should find the greatest scope for the experience and business ability which render him so valuable an asset to his company.

Many of us spend too much time watching other people's smoke.

Do not lose faith in humanity; there are over ninety million people in America who never played you a single nasty trick.

Personal

V. A. Porter has sold out his implement business at Brooks.

A new company doing business at Watrous is known as the Farmer's Machine Co.

A new concern, incorporated in Winnipeg, is known as the Poncellet Tube Beading Co.

Regent Motors Limited, a concern who used to do business in Regina, has been dissolved.

G. O. Davis, who formerly carried on an implement business at Crossfield, has sold out his stock.

Winman & Green, implement dealers in Souris, have sold out their interests in that Manitoban town.

Joseph Keeton has taken over the implement business formerly carried on by James MacDonald at Forward.

J. T. Spice, an implement dealer at Yorkton, has sustained a considerable loss through fire on his premises.

The Dawson, McEwen Co., Melfort, are reported to have disposed of the implement side of their business.

A new company at Moose Jaw is that of O. A. Knechtel, who has succeeded the Western Tire and Rubber Goods Co.

John Adams, the genial manager for the Cockshutt Plow Co. at Saskatoon, was a recent business visitor to Winnipeg.

We regret to note the death of A. F. Larkin, Gleichen, who formerly carried on a retail implement business at that point.

The firm of Graham Bros., who formerly carried on an implement business at Govan, has been dissolved by mutual consent.

Ernest Schroen has enlarged the business activities of Prelate by opening a retail implement business at that Western point.

R. MacKenzie, Western manager of the McLaughlin Carriage Co., recently paid a visit to the factories of his company at Oshawa, Ont.

The retail implement business at Colfax, formerly carried on by Shand & Steel has been broken up, the partners separating by mutual consent.

T. F. Ferguson and S. G. Maddock, who were members of an implement business at Shellbrook, have now parted company, the partnership being dissolved.

C. H. Whitaker, manager at Winnipeg of the Massey-Harris Co., has just returned from a well-earned vacation in the East. If appearances mean anything, Mr.

Whitaker has certainly benefited greatly by his holiday, and should return with renewed vigor to his winter's work.

David Drehmer, secretary and general sales manager of John Deere Plow Co., Winnipeg, recently visited the various Eastern factories wherein the Deere lines are made.

H. E. Johnson, manager of Rawling & Harnischfeger Co., Milwaukee, Wis., spent a few days in Winnipeg, looking over the territory on behalf of his company.

Lloyd & Van Alstyne, is the name of two partners who carry on a hotel and also a retail implement business in McGee. The last named partner has sold his interest in the hotel.

The implement firm of Swennumson & Luckhardt, Bow Island, has been broken up, the partnership being dissolved. A. Swennumson will in the future continue the business alone.

G. E. Ansley, assistant western manager of the McLaughlin Carriage Co., Winnipeg, recently spent a three weeks vacation in the East, visiting Toronto and Oshawa, returning home by way of Flint, Michigan.

M. P. Roblin, representative at Calgary for the Canadian Moline Plow Co., spent a few days in Winnipeg during September. We were glad to again have an opportunity to converse with the genial personality possessed by Mr. Roblin.

We had the pleasure of a visit recently from S. S. Bean, Regina, manager for the Tudhope, Anderson Co., who was in the city attending a meeting of his company. He reported the harvest in Saskatchewan the best in the history of that province.

The Gilbert Hunt Co., Walla Walla, Washington, manufacturers of threshing machines and other farm machinery, propose erecting a factory at Medicine Hat, the plant to cost around \$500,000. It is expected that the factory will be completed during 1914.

A company recently incorporated in Quebec, is known as the Agricultural Implements Manufacturing Co., being capitalized at \$75,000. The charter states that they may manufacture and deal in all kinds of carriages, agricultural implements, machinery, tools, etc.

C. H. Stinson, sales manager of the Minneapolis Steel and Machinery Co., Minneapolis, looked in upon us during a recent visit

to Winnipeg. Mr. Stinson had just trekked north from the tractor demonstration at Fremont, Neb., at which his firm was represented by three tractors.

William Arrand, local agent for the International Harvester Co. at Belmont, Ont., had a narrow escape from death recently, when the scaffolding of a silo collapsed. He and two others were pitched to the ground, Mr. Arrand having an ear almost torn off and his back very badly injured.

Nineteen hundred dealers received personal invitations to visit the National Implement and Vehicle Show, held at Peoria, Ill., September 19-27, while in each case a complimentary ticket was enclosed. Here is a suggestion for Western fairs in Canada to institute and boost a dealers and farmers day combined.

George W. McLaughlin, Oshawa, Ont., vice-president and general manager of the McLaughlin Carriage Co., recently visited Winnipeg, Regina, Calgary, Saskatoon and Edmonton, while en route for Vancouver. Mr. McLaughlin will return home via Winnipeg, reaching Oshawa about the middle of October.

G. B. Sharpe, advertising manager for the De Laval Co., in New York, visited us recently. Mr. Sharpe is at present on an extended tour through Canada on behalf of his company, during which he is satisfying himself as to the quality and circulation of the various publications used by his company.

A novelty that greatly interested all sight seers at the National Implement and Vehicle Show at Peoria, Ill., was that of the Peoria Cordage Co., who made binder twine on the grounds, duplicating their factory processes. Such an exhibit represents considerable cost, but as a novelty wants a lot of beating from an advertising standpoint.

Work was commenced recently on the foundation of the distributing warehouse for the George White Company, which is being built in Moose Jaw. The building will, when completed, be 250 by 50 feet, and will be the chief distributing house of that company in Saskatchewan. Threshing machines are already being sold at the warehouse site by the company.

The International Harvester Co.'s agencies in Western Canada evidently have a good deal more than a well-organized business connection. Ed. F. Young, assistant cashier of the Estevan agency, was recently married to Miss E.

Jackson of the collection department, Weyburn agency. We wish the happy couple every luck throughout their matrimonial partnership.

Cyrus H. McCormick, Jr., son of the president of the International Harvester Co., is now in Europe and intends in the near future to make a tour of the Balkan states and publish his impressions in a book. This young man recently graduated from Oxford and took as the subject for his thesis the role of Servia in the Balkan wars. The essay won the highest praise.

O. F. Berkey, manager of the Canadian Moline Plow Co., has closed the Winnipeg branch of that concern, and on October 1st assumed duties at the Moline offices as assistant manager in the general trade department under A. C. Barber. Salesmen who formerly travelled out from Winnipeg in the interests of the Canadian Moline Plow Co., have been transferred to various branch houses in the States.

G. L. Messecar, manager of the Brantford Cordage Company, Brantford, Ont., paid us a visit recently when out on a Western trip investigating business conditions. Mr. Messecar reports that his company are greatly enlarging their plant, and will increase their output by 75 per cent in the near future. The export business done by the company has been excellent lately, and the plant is taxed to its fullest capacity.

Some little time since we had the pleasure of a visit from J. E. Ruby, manager of the Frost and Wood Co., Smith's Falls, Ont. Mr. Ruby said that, notwithstanding the fact that trade in the West had been light this year, the business of the Frost and Wood Company would be a record one during 1913. The reason for this is the great extension of business done by the company in Europe of late, especially in different districts in the empire of the Czar.

Sir Lyman Jones, president of the Massey-Harris Co., was in Winnipeg during the last week in September, while going West on his annual tour of crop investigation. In an interview he said that the beneficent effect of the crop was already being felt, and that farmers were beginning to meet their machinery liabilities. Sir Lyman also said that more 8-foot binders should be sold in the future in this territory, owing to the fact that so much more land was being cultivated, making it

impossible to get the crop off with smaller sizes of machines.

On September 11, the factory of the Plymouth Cordage Co., at Welland, Ont., held its sixth annual field day, sports and fair. The exhibits formed a grand and creditable display, consisting of poultry, vegetables, flowers, plants, fruits, home cooking, fancy work, etc. About six hundred poultry and pet stock were exhibited. During the afternoon a long list of athletic contests were gone through. The Cordage Company bears all expenses, all the prizes being in cash, and everything free to the public and employees, although the employees and their families alone are permitted to exhibit in the contest. Prizes were awarded for best kept lawns, vegetable gardens, etc.

An Important Announcement

It is announced that for the season of 1914 a change will be made in the Eastern representation of Plymouth binder twine. Arrangements have been made by which in the territory formerly covered by Adriance, Platt & Company, of Poughkeepsie, N.Y., as well as in certain other southeastern territory, Plymouth twine will be handled by the John Deere Plow Company at their branch houses in Columbus, Syracuse, Baltimore and Atlanta.

It is the wish, both of the Plymouth Company and their distributing agents, to have Plymouth twine more aggressively pushed in this territory and it is expected that good dealers in every grain growing community will have an opportunity to secure this reliable brand of twine.

In addition to the representation above mentioned it is understood from representatives of the home office of Deere & Company that arrangements have been made with the various distributors of Plymouth twine by which Deere binder agents will be able to secure from such distributors twine made by the Plymouth Cordage Company. This refers to territory in which the Plymouth Company's twine is exclusively controlled by Lindsay Brothers at Milwaukee, Minneapolis and Winnipeg; by Macgowan & Finigan at St. Louis, Kansas City, and Omaha, and Hobbs Hardware Company in Ontario.

In view of the rapid development of the new harvester department of Deere & Company, the question of an entirely reliable

twine to be available for putting out with the line of Deere binders is a very important one. It seems to have been practically solved by the arrangements described.

Regina Now Emerson Headquarters

The Emerson-Brantingham Implement Co., the branch company who are distributors of the products of the Emerson-Brantingham Co., Rockford, Illinois, will, on October 10th, move their headquarters from Winnipeg to Regina. Sub-offices will be located at Winnipeg and Saskatoon, and on and after November first the Emerson-Brantingham Implement Co. will handle direct from the Regina offices the Big Four Gas Tractors, Reeves Gas Tractors, steam engines and separators, also all engine tools, connections and repairs for their heavy lines.

The Tudhope, Anderson Co., at Winnipeg and at its various Western branches, will continue to carry the full line of Emerson foot-lift plows and other cultivating implements manufactured by the Emerson-Brantingham Company.

Through this change and re-organization E. J. Benedict now becomes Canadian manager for the Emerson-Brantingham Co., having his headquarters in Regina, while the sub offices at Saskatoon and Winnipeg will be directly under his supervision. The branch in Winnipeg will be located at 156 Princess Street, in the premises formerly occupied by the Gas Traction Company.

In Regina the Emerson-Brantingham Implement Co. will occupy their Regina warehouse, which it will be remembered was formerly the Reeves headquarters in that western city, Mr. Benedict having full charge as regards both the sales and collection end of the business.

Sales Manager Banqueted

During the Indiana State Fair J. M. Robinson, late of the International Harvester Co., and now general sales manager for the Rumely organization, was invited by some of his former associates to spend the evening at the Claypole Hotel.

The "quiet sociable evening" turned out to be a dinner of considerable brilliance, tendered Mr. Robinson by the general agents and assistant general agents of the Southern District with the co-operation of the Eastern and Central Districts.

At the proper time during the evening, James Gardner, general agent at New Albany, Indiana, arose, and with a few earnest remarks, capped the climax of the evening by presenting Mr. Robinson with a diamond stick pin, assayed at \$275.00. This came as a gift of the managers and assistant managers of general agencies in the Southern District. Mr. Robinson responded with considerable feeling, and M. R. D. Owings, vice-president of the M. Rumely Company, also responded on behalf of his company for the goodwill shown to one of its officials. C. H. Laufman of the Chicago office of the International Harvester Company also spoke in high terms of the admiration and esteem in which Mr. Robinson was held by the whole Harvester organization. Mr. Robinson has at various times been in charge of the Eastern, Southern and Central Districts of the Harvester Company. The evening will stay in his memory for a long time as the occasion upon which this gathering voiced the admiration of all three of the territories in which he had worked.

If you do not know exactly what it costs you to do business, you may be sure that it is costing you more than you think.

Canadian Branch for Stickney Company

The Chas. A. Stickney Co., St. Paul, Minn., manufacturers of the famous Stickney engines have opened a Canadian branch of the company—the city of their choice being Winnipeg. The company have taken over the commodious warehouse on the corner of Sutherland Avenue and Schultz Street, Winnipeg, which was formerly occupied by the Canadian Fairbanks Morse Co. In this building they will maintain their offices, sample floors and warehouse, altering the premises to suit their requirements, while a full office staff will be installed and a detachment of salesmen put upon the West Canadian territory. In the past the Stickney goods have been handled entirely through jobbers, consequently the new branch house should prove invaluable to the Canadian trade of the company, and should greatly enlarge their scope in this territory, as all Canadian business will be transacted direct from Winnipeg.

A point worthy of special attention is that all the engines shipped from the Winnipeg branch will be fitted with the new carburetor, specially adapted for the Stickney engine, which admits of either gasoline or kero-

sene being used. The latest type of Stickney gasoline tractor will also be introduced into the Western Canadian territory from the new Winnipeg branch house of the company.

Aspinwall Officials

The annual meeting of the Aspinwall Manufacturing Co., of Jackson, Michigan, U.S.A., and Guelph, Ontario, was held at the offices of the company, Jackson, Michigan, on Tuesday, August 12th. Reports showed a fine business this past year, and prospects exceptionally good for the coming season.

At the close of the stockholders' meeting the Board of Directors met and elected officers for the coming year, as follows: L. A. Aspinwall, president; C. G. Rowley, vice-president and gen. mgr.; J. A. Parkinson, jr., secretary; G. N. Whitney, treasurer.

What She Wanted.

A highly refined farmerette came into a dealer's place some time ago and asked to see a de-praved fertilizing machine. The dealer said he didn't have any in stock just then and sat down to think out what in thunder she meant. Three days later he decided she was after a low-down spreader.

KAZOO CUTTER GEARS



The Kazoo Gear Set Up

CAN convert a buggy into a cutter with a few minutes' time (and a monkey wrench).

Will take any size body up to 28 inches wide.

Draw bar is firmly and securely attached and can be used either straight or side hitch.

So constructed that regular buggy shafts can be used.

Finely finished in English Medium Red and neatly striped.

Very neat looking and a quick seller.

Weight 50 lbs. Shipped in the knock-down.

Freight on two no more than one, try two and it will mean pleased customers and more business for both of us.

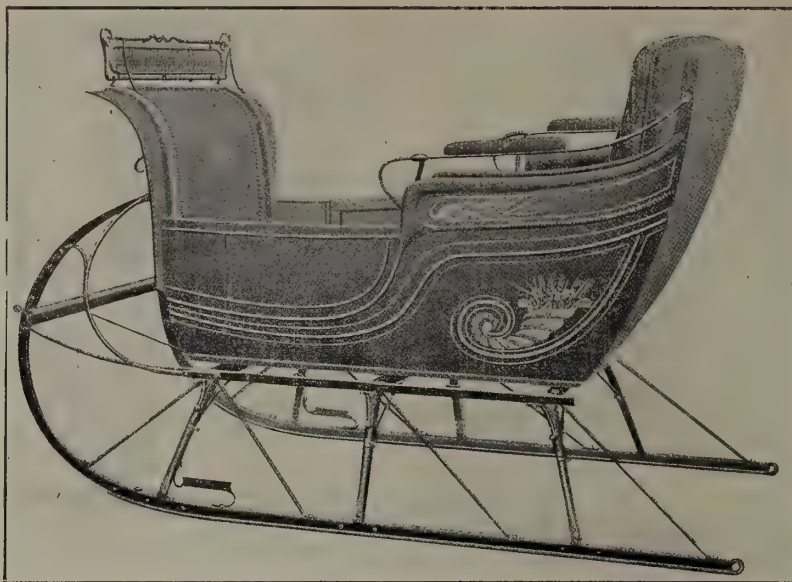
WRITE FOR OUR CATALOGUES

D. ACKLAND & SON, LTD.

Winnipeg, Man.

STEEL CUTTERS

**Pressed
Steel
Side
Panels,
Backs
and
Dashes**



**Steel
Fore
Doors;
Select
Hickory
Gears**

Sell The Up-to-Date Line

Brockville Cutters have always been recognized as first in quality, the most stylish and most comfortable. Now built with steel panel bodies they are in a class by themselves.

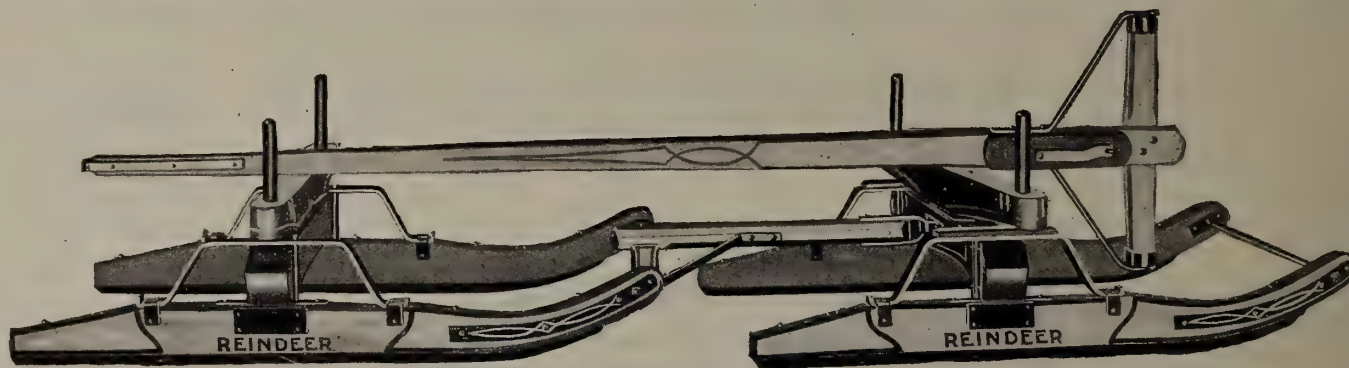
When an improvement of an kind can be effected, it is always brought out first on the Brockville Line.

Selling a line that is recognized as being the most up-to-date, the leading line, is worth something to you. It means less effort in making sales. One Brockville Cutter will sell another.

Brockville Cutters possess every quality that your customers are looking for. The steel body construction is a guarantee of durability and lasting service. The steel panels will not warp, check or splinter. All these troubles experienced with the old wood bodies are done away with.

Your customers are looking for the best there is in the cutter line. The Brockville Steel Body Cutter will appeal to them. It possesses all the qualities that the critical buyer is looking for. **WRITE FOR OUR 1914 CATALOGUE.**

REINDEER SLEIGHS



No. 28½ REINDEER SLEIGH

Made in all sizes, with steel or cast shoes.

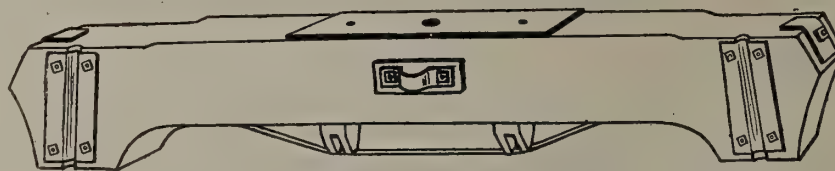
Quality and Workmanship.—Made of a straight grained hard-wood timber throughout, put together in a smooth, workmanlike manner.

Trussed Bench furnished on

No. 25½, 2 in. x 6½ ft. runners,
steel shoe

No. 26½, 2½ in. x 6½ ft. runners,
steel shoe

No. 27½, 3 in. x 6½ ft. runners,
steel shoe



REINDEER TRUSSED BENCH

Trussed Bench furnished on

No. 28½, 2 in. x 6½ ft. runners,
cast shoe

No. 29½, 2½ in. x 6½ ft. runners,
cast shoe

Painting.—Orange red, with very neat wide lines of black and fine lines of white striping. Well varnished and very much above the usual sleigh in smoothness of finish and general appearance.

Do not place your order for Sleigh goods until you have an opportunity of talking to our travellers.

John Deere Plow Co., Limited

Winnipeg

Regina

Saskatoon

Calgary

Lethbridge

Edmonton

Selling the "Fleury Line" Wins The Trade



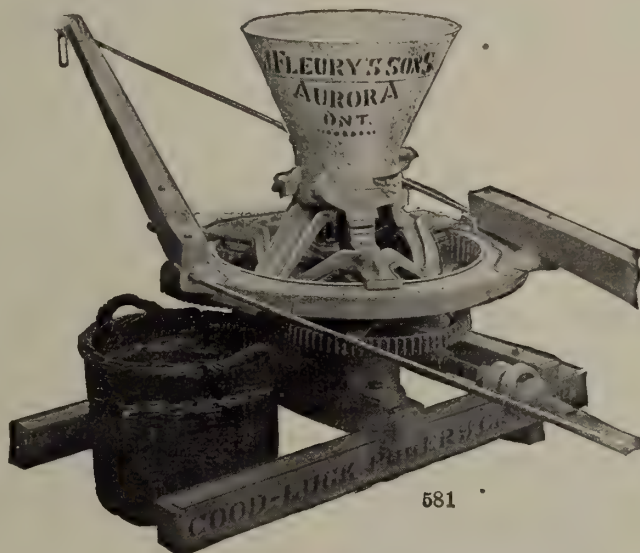
No. 3—Rapid Easy Grinder

Stock Raisers' Machinery will soon be in demand. The "Fleury Line" is the most profitable for the dealer to handle, as it gives the users the greatest satisfaction and the best returns on their investment.

It stands first in the estimation of Canadian Stock Raisers. The most complete, as well as the best line. Whatever your customers require, you can supply from the Fleury Line.

The Fleury Rapid Easy Grinders are famous throughout Western Canada. Built in various sizes: 8, 10, 11 or 12 inch plates, with either rod or belt drive. Baggers can be supplied to fit all these mills.

The Good Luck Horse Power with Grinder Attachment is a horse power and grinder combined. Hopper and grinder head can be removed and the horse power used for operating other farm machinery. It is one of the most convenient and serviceable machines built for farm work.



Good Luck Horse Power with Grinder Attachment



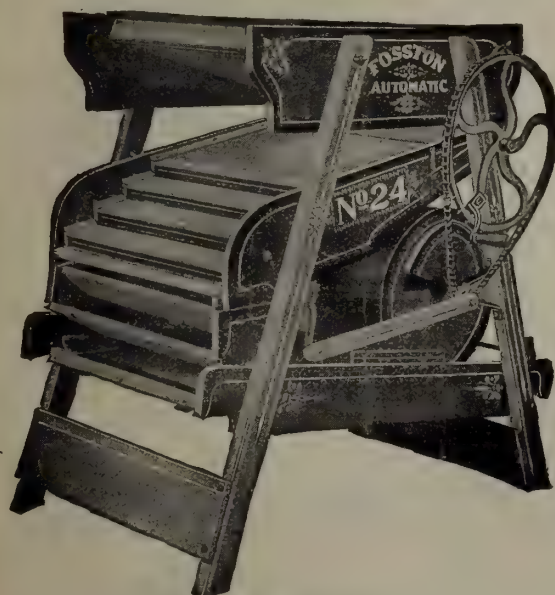
No. 6—Roller Crusher

Fleury Roll Crushers will crush an immense amount of grain with very little power. Supplied with either two or three rollers. For very fine work the three roll machine is preferable.

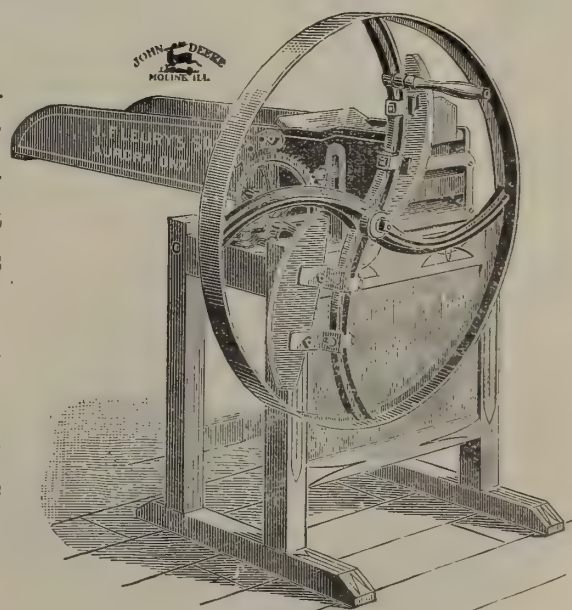
Straw Cutters—A wide range—From the small 8 inch hand lever cutter up to the large Ensilage Cutter with 14 inch feed, cutting and elevating from seven to fifteen tons of corn per hour. Every one of your customers can get the cutter that best suits their requirements. Operated by hand, belt or rod drive.

The Fosston Automatic Grain Cleaner is a grader and cleaner combined. Don't hesitate to recommend it to your trade. The best satisfaction will be obtained from its use. It is furnished in two sizes. Baggers suitable for either size can be supplied.

Communicate early with the nearest undermentioned branch house regarding your requirements for these lines of seasonable machinery.



Fosston Grain Cleaner



No. 3—Straw Cutter

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton

Western Implement News

Calgary

J. E. Ruby, general manager of the Frost & Wood Co., Smith's Falls, Ont., visited Calgary during September. From that city he went north to Edmonton, returning eastwards via Saskatoon.

F. T. Wright, one of the best known old-time implement travelers, was married in Winnipeg late in August. The ceremony took place at the home of the bride, Miss J. J. Johnstone. After spending their honeymoon in the mountains, at Banff and Laggan, the happy couple returned to Calgary where they will reside. We wish Mr. and Mrs. Wright every happiness in their married life.

This year the binder trade in Calgary has not been as large as during the past two seasons, most of the companies concentrating their energies on making a clean-up, with fair success. The mower and rake trade was much better than was anticipated, and a good clean up of stock was made by most of the companies in Calgary.

Harvey Cockshutt, of the Cockshutt Plow Co., Brantford, Ont., visited Calgary some little time

since, the purpose of his visit being to complete arrangements with J. A. Latimer, one of the best known implement men in the West, and formerly manager in Alberta of the Cockshutt Plow Co., who will go to Australia in order to represent the Cockshutt interests in the island continent and New Zealand. Mr. Latimer, after a visit to the factories at Brantford, will dispose of his property in Calgary and depart with his wife and daughter for their new home in Australia, where Mr. Latimer will spend at least three years. He leaves Calgary with the best wishes of every implement man in the sunny province.

Regina

F. C. Stilson, of Battle Creek, Mich., General Collection Manager, Nichols & Shephard Company, spent a couple of days in Regina recently reviewing the situation and planning the fall campaign with Mr. Higgins.

J. M. Coburn, of Chicago, Collection Manager, International Harvester Company of Canada Limited, has just completed an

extensive trip through the province, investigating crop prospects and collection conditions. He spent a couple of days at Regina recently, visiting his company's office.

George Hinchley, Manager, Waterloo Manufacturing Company, has been on the sick list, in fact has been unable to attend to business for some time. Any absence of Mr. Hinchley is especially noted because of his habit of being on the job, not only during office hours but most of the time before and after hours.

L. T. McDonald, Commissioner, Board of Trade, Regina, and for many years a threshing machine sales manager, claims that the annual volume of vehicle and implement business of Regina, is well over the \$25,000,000 mark, and further that the volume of this business distributed through Regina makes this city the largest distributing centre in the world for agricultural implements and vehicles.

E. J. Benedict, Canadian Manager for Emerson-Brantingham Company, is removing from Winnipeg to Regina. The arrangement with Tudhope, Anderson Company to sell Reeves threshing machinery and Big Four Tractors has terminated. Mr. Benedict from now on takes charge as manager for the three provinces with headquarters at Regina. The Tudhope, Anderson Company will soon move out of the Reeves General Agency warehouse and Mr. Benedict and his staff will move in. S. S. Bean, manager, Tudhope, Anderson Company, with his staff, will probably move back to the former

Tudhope, Anderson offices on Railway Street.

The Regina Implement Dealers' Association meets monthly to discuss the various problems of the implement business. The officers for the present year, are: President, F. C. Higgins, Manager, Nichols & Sheppard Co.; First Vice-President, H. A. Knight, Manufacturer's & Transfer Agent; Second Vice-President, N. J. Rutledge, Manager, J. I. Case Threshing Machine Co.; Secretary-Treasurer, L. M. Larson, Collection Agent, International Harvester Co.

H. W. Hutchinson, of Winnipeg, Managing Director, Canadian branches, John Deere Plow Company, while in Regina inspecting the new John Deere Co. offices and warehouse on Broad Street, invited his friends the enemy, managers of competing firms in Regina to inspect the new building and afterwards to lunch with him at the Commercial Club. H. H. Kohlman, Manager John Deere Plow Company, is highly pleased with the new warehouse and has made arrangements to use its entire capacity. A collection department will be added to the present staff. J. E. Miller, formerly Deere credit man at Winnipeg, has been transferred to Regina in charge of credits and collections for the Regina branch.

J. M. Robinson, of Laporte, Indiana, General Sales Manager, Rumely Products Co., accompanied by Mr. J. S. Witmer, Canadian Sales Manager, located at Winnipeg, was here during the last week in September to confer and plan with their Saskatchewan managers who attended the meet-

FEED CUTTERS AND GRINDERS

ARE SEASONABLE

You miss a source of PROFIT
if you don't sell

Watson's Feed Cutters

For Hand, Horse, Gas or Steam Power

Will cut hay, straw and corn perfectly, and are supplied in seven styles and sizes, with capacity for cutting feed for from two head to the largest stock ranch in the West. With power blowers, will blow to any part of the barn and into stall directly in front of stock. They are immense labor-saving machines.

No. 15

Ideal Mill Feed

This Mill has sweep power attachment & gives great results on small outlay. Simple, strong, rapid, ideal for farmer stockman and dairyman. Repairs for this mill will fit the

Ask for our
Catalogue

"NO ONE CAN
GIVE YOU A
BETTER DEAL."

John Watson Mfg. Co.
LIMITED
WINNIPEG

OLD COUNTRY EXCURSIONS

LOWEST

**GRAND
TRUNK
PACIFIC**

RATES

via

GRAND TRUNK PACIFIC

TO ALL ATLANTIC PORTS VIA ALL STEAMSHIP LINES

Tickets on Sale Nov. 7th to Dec. 31st—Limit 5 Months
Full Particulars at

W. J. QUINLAN

District Passenger Agent

260 PORTAGE AVENUE, WINNIPEG

ing at the Regina Rumely offices. The Saskatchewan managers present were P. A. Arnot, Regina; M. J. Carruthers, Estevan; J. J. McCutcheon, Yorkton, and George McDonald, Saskatoon.

The volume of trade for the year 1913 is reported fair by the various branch managers at Regina. It is agreed the volume will be less than for 1912. The percentage of decrease is variously estimated from 10 per cent to 25 per cent. Probably by the end of the year decrease will average less than 15 per cent. Trade during the last few weeks has picked up considerably and conditions justify the various managers planning on a good fall trade.

L. T. McDonald, Commissioner, Regina Board of Trade and formerly manager here for American-Abell Threshing Machine Company, has all kinds of statistics and arguments on hand for distribution, showing Regina to be the most profitable, convenient, business-like location for branch offices in the farm implement business. He emphasizes, for instance, that several threshing machine companies now have general agencies at Regina for the three provinces, and especially that Emerson-Brantingham Co., has lately decided to handle their threshing machine business for the three provinces out of Regina instead of Winnipeg.

A magnificent warehouse and office building which will be headquarters of a new branch of Massey-Harris Co., Limited, at Swift Current, is nearing completion. The building has three storeys and basement, of most modern construction; the walls throughout are solid brick, and the floors of slow-burning mill construction. When completed, the new Massey-Harris building at Swift Current will be one of the finest implement warehouses in Western Canada. The erection of this commodious warehouse is necessitated by the tremendous growth of the Company's business in Southern Saskatchewan.

Geo. Forsyth, manager of the Massey-Harris Company Ltd., Regina branch, left Regina on Friday, September 26th, to join the President and General Manager of the Massey-Harris Co. Ltd., Sir Lyman Melvin-Jones, on a tour through the territory of the Regina branch. This visit of Sir Lyman has become an annual event, and there are few men connected with the implement business in the West who keep themselves more thoroughly in touch

with Western conditions than does the president of the Massey-Harris Co.

Threshing is general and wheat is being marketed at a rapid rate. Collections are beginning to pick up. Prices are fair only, the quality of crops good and yield fair to good. Wheat is estimated to average about twenty bushels per acre, a good fair average. It will probably grade No. 1 Northern quite generally. The weather is ideal for threshing. Railways are getting an exceptional start on the transportation problem and it is thought with good weather for the next few weeks the Railroads should have no trouble to get the 1913 crop moved.

Saskatchewan, according to some railway officials as recently reported in the daily papers, will produce this year 114,000,000 bushels of wheat, more wheat than any State in the Union will produce in 1913. The same item claims that the total number of bushels of small grains in the province this year, wheat, oats, barley, and flax, will total more than the small grain crop of any State in the Union.

A Live Local Agent

D. Wood is local agent for the International Harvester Co. at Teulon, Manitoba. He is an example of what a dealer can be by simply going after trade in a wide-awake and business-like manner. The old method of selling implements by sitting in the store and waiting for the trade to come along has no place in his category. He follows the proper methods of the dealer who succeeds, first by opening the eyes of the prospect to the goods, and then selling him what he realizes he really re-

quires. An example of what new and aggressive methods can do for any dealer is given by Mr. Wood, who said:

"I secured such good results from personal letter campaigns that I purchased a mimeograph and am now sending out at intervals letters direct to about 300 farmers. This service not only keeps me in close touch with my old customers, but it has a marked tendency to draw new patrons to my place of business. The system has proven so satisfactory that it has been made a permanent feature of the business. A letter direct to a farmer has the effect of creating the best of business relations with him."

It is dealers of this nature who find business good, whatever local conditions may be, because they go after it, and do not sit and wait pessimistically about hard times and no money.

Who Pays Eventually?

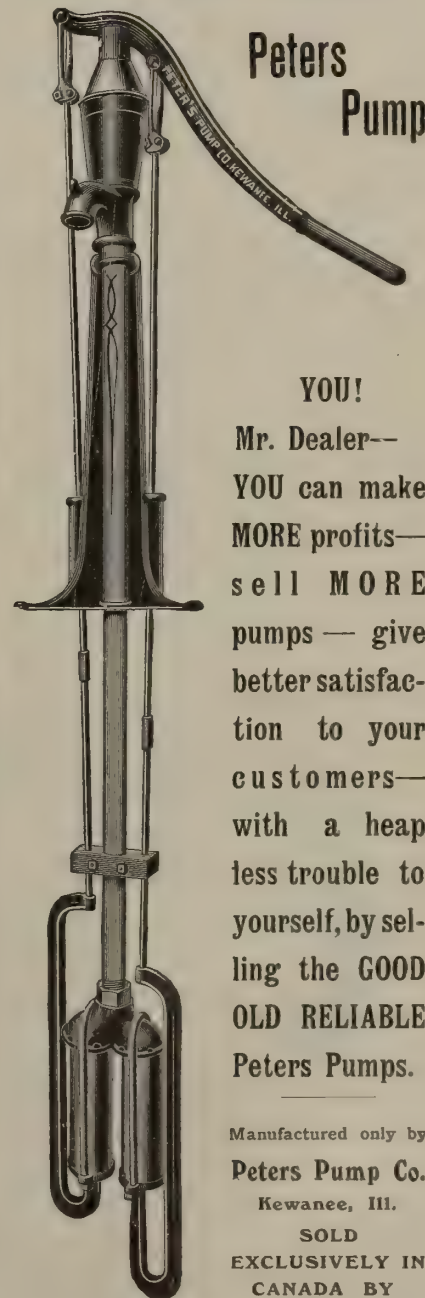
Who pays for the advertisements in the newspaper? It cannot be the customer, for the advertising merchant sells goods more cheaply than the non-advertiser. And, selling cheaper he

sells more, buys more and oftener, and he supplies his customers with better and fresher goods. The advertiser does not pay for it. He turns his stock more often, enabling him to buy larger quantities at better prices and to take advantage of cash discounts. If neither customer nor advertiser pays for the advertisements, who does?

Is it not the non-advertiser who pays for all? He pays in loss of trade and accumulation of out-of-date and unsaleable stock. Enter the store of a non-advertiser and consider the obsolete, dust covered and worthless stock he has, stock that might have been turned into cash by judicious use of the columns of the local newspaper. Then you understand, even as should the retailer who does not advertise, who eventually pays for the advertising.

The Only Original

Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps—give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

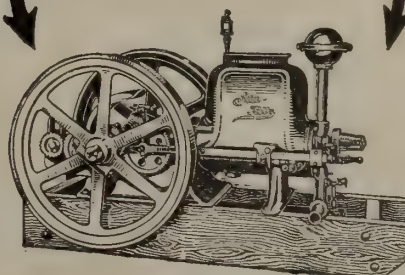
STA-RITE Gasoline Engines Are Worth Looking Into

IT'S an engine that sells itself on the strength of its merits and its record. Its eleven exclusive features give you an array of selling points that is almost irresistible.

Our selling plan helps you build up a good business—helps you get prospects and then helps you turn them into buyers.

Write for details of our proposition.
It's a winner.

Empire Cream Separator Co.
109 King Street Toronto, Ont., Canada
Branches: Winnipeg—Montreal—Sussex



FRAZER AXLE GREASE



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

Implement Aphorisms

By A. Scribe

Any man may sell a complication of wood, steel and iron in the form of a machine, having a certain measure of success, but he who sells the service that the machine will render along with the service that follows its sale, is more worthy to be called an implement dealer.

* * * *

The only canvas that exists in the mind of some dealers is that incorporated in the mechanism known as a binder. Yet, beloved, there is lots to be said regarding canvassing in the extension of trade.

* * * *

Cutting prices and cost education are two separate and distinct things, which being prolonged however far, like unto parallel straight lines, shall never meet.

* * * *

A man may have a quarter-inch redundancy of hair on his face, no collar and a battered buggy, yet by investigation may turn out to be a wise old scratcher of the face of the earth.

* * * *

The epic of the plow as a paean of agricultural progress is excellent dope from the pen of the juvenile journalist, but the selling of that humble loam-irritator is a job that represents hard work.

* * * *

Knowing your community is a good text for every dealer, but this knowledge is not blended with the local telephone system known as gossip.

* * * *

Every implement man knows that 90 per cent of all that is written in any trade journal is

twaddle for babes and sucklings; yet the ten per cent properly applied, may give him wonderful value for his unpaid subscription.

* * * *

A certain Implement Dealer died and went to Heaven. At the portals of the Hereafter he heard a great tumult, many grievous sounds. "What," said he to St. Peter, "is the reason of all this dispeace?" He at the Gate smiled and answered, "Know you not, oh Soul, that these are the notes of the trumpets of the City Celestial!"

The Soul of the Dealer shuddered and wilted: "I had thought," it murmured, "that here I had found peace, yet there are notes even in Heaven. Give me a single passage to the Other Place."

* * * *

An implement man had, strange to say, amassed wealth, and leaving the little town on the prairie he departed for the white lights and the lofty minarets of the city. Twenty years after an old farmer from that locality happened to visit the city, and it being the seventh day, towards eventide, he attended a large and palatial church. After the sermon the offering was being taken, and the old man, being at the end of the pew, looked up at the elder who tendered him the necessary receptacle. Instantly he recognized the dealer, now aged and austere, and involuntarily exclaimed, "By heck, its Bill Smith, an' he's still collecting."

Cheap Machinery

No man has ever heard of cheap iron or cheap steel. Iron is iron, and steel is steel. Yet everyone has heard of cheap engines, cheap

boilers, cheap machines, cheap implements.

Wherein does the cheapness rest? Not in the raw material of manufacture, for iron, steel, lumber and all elements entering into the cost of manufacture, have a fixed standard price, practically. The cheapness enters chiefly in workmanship or lack of workmanship, says "Gas Energy."

The spirit of competition tempts some engine and machinery makers of limited capital, or limited business ability, to piece out their drawbacks by offering their products at reduced cost, and making up for lack of merit in big assurances and promises.

Builders of good machinery can readily show cases of inferior machinery, but the evil does not stop there. Cheap engines pile up trouble for good engines that are fully worth the money. Cheap work still exists and is a constant deterrent to the goods made of first quality material and by first-class mechanics.

Why the Buggies Sold

A dealer in Tennessee some three years ago only sold six buggies during the whole season. The following year things seemed as dead as ever, when he asked the advertising manager for a buggy company why it was that he could not sell the buggies. The manager suggested that he would write up a series of advertisements for the dealer, producing six that appeared weekly, each applying to conditions in the dealer's territory. They were good ads., written by a man who knew the goods and conditions, and they raised the sales to eight that season, although they appeared late. During the next season the advertising manager worked

up a series of weekly advertisements for the dealer, so that they appeared during the whole season. Sale after sale shortly transformed the dealer into an advertising enthusiast, and by the end of the season he had sold 42 buggies. Needless to say he is still advertising, and recognizes that he can sell goods now where formerly they lay on his hands.

The Importance of Quality

Any article you are willing to admit into your stock should have qualities of merit and it should sell on those qualities. It is ruinous policy ever to represent an article as possessing merit it does not have. Always the best selling policy is a candid exposition of the real facts. If the bald truth about a machine is not enough to make it sell then you cannot afford to carry it in stock under any consideration.

Strain Gasoline and Water.

It is not generally known that gasoline, as a rule, is filled with infinitesimal particles of dirt, and in filling the gasoline tank of an automobile, it is extremely necessary that the fluid should be strained through chamois skin to catch any dirt or water that may be in it.

If the gasoline tank and feed pipes are provided with settling chambers, by all means do not neglect to clean them occasionally, as water in the gasoline is sure to cause trouble, and so is dirt. The radiator water should be drained out once a month at the very least as it will prevent scales and settlements from clogging up the passage. When filling the radiator with fresh water be sure and strain it.



Mr. Dealer

Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000.

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont., Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta., Edmonton, Alta., Vancouver B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

Simplicity FARM ENGINES

Make Money For You Dealers

Make Sure Profits—You can meet competition and hold trade with the "Simplicity."

Bring New Business—"Simplicity" Engines stay sold. They give satisfaction and bring more orders.

Do Not Waste Profits—No "fussing" with your customer and his engine. It is simple for him to operate.

Best Selling Features—Including built-in magneto, the simplest and best igniter on the market today.

Engines For All Uses—There is a "Simplicity" Engine for every customer—sizes 1½ to 20 H.P., on stationary base, wood skid or steel truck.

Write today for Our Special Dealers' Proposition.

Turner Mfg. Co.

Port Washington, - - Wisconsin



All Styles

1½ to 20 H.P.

Wording the Order

One point that too many dealers do not take sufficient pains over is that of being explicit when ordering machines or repair parts. This should not be so, for it is to the interest of every dealer to have his order so worded that it can be understood at once when read in the wholesale house. The necessity of having rush orders promptly filled is known by every retail man, and he is well aware that delay in obtaining goods may result in loss of business to himself, yet he is too prone to blame the wholesaler and not himself for any delay. The dealer depends upon manufacturer, jobber or transfer house to promptly ship him the goods upon receipt of his letter or wire, yet he can scarcely expect this unless his wire or letter is concise and accurate, leaving no doubt as to the part or machine which he requires.

Each dealer, of course, considers his letter of the utmost importance, quite apart from the fact that by the same mail seventy-five or a hundred other letters may come. It is only reasonable to expect that the letters which are definitely worded are those which are first attended to, the orders being transmitted to the shipping department and the goods gotten out without loss of time. Letters carelessly or vaguely worded have to be laid aside until it is possible to decipher their meaning. A three-section lever harrow may be ordered with due stress on the importance of speed in shipping, yet without any mention of the num-

ber of teeth to the section, size of section, and whether pipe, bar or wood frame is wanted. It is always possible to look up previous orders from the same dealer, but that takes time, and the order clearly worded may be on its way before ever the vaguely worded harrow is dug out of stock. In cases the order may be so vague that it is necessary to wire, telephone or write the dealer regarding his order before it can be shipped with assurance, and this involves an argument regarding the charges if wiring or 'phoning is resorted to.

Another type of dealer considers that the office end of a wholesale implement establishment ought to remember each individual order shipped to its thousands of customers, as he cheerfully writes asking for: "One sulky plow, just like the last I got from you." He never thinks of the varieties, styles or sizes of almost every implement on the market, or of the fact that his order is only an incidental in the day's work of a large wholesale house. The dealer may consider that he solves the question by saying in his order: "Please send me one sulky plow, same as that sent me on July 20." This seems quite concise, but it does not have the same prompt attention as has an explicit detail of the sulky plow—name, size, style, etc. The clerk must necessarily lay the order aside until he can look up the goods sent that particular dealer on July 20. If the dealer refers to a previous order he can repeat the invoice word for

word, and then there will be no delay, for the implement is described so that it can be immediately shipped.

Implements are not given fanciful names merely for selling purposes. The name serves as a distinguishing mark to separate them from others of a like nature, and to facilitate ordering. If care has to be taken in ordering a complete implement or machine, it is a thousand times more essential in the case of ordering repair parts. The faculty of "taking a chance" in ordering repairs is wonderfully developed in some men, and they do not trouble to look up the parts catalog in order to adequately describe the part they require. Again, they give some fantastic name for the part instead of its correct mechanical one, as given by the manufacturer. Farmers are wonderfully adept at inventing names for the parts of a machine—a crank becomes a "kicker," a worm gear a "screw," a shaft collar a "ferrule," a ratchet pawl a "catch," and so on. The dealer follows in their wake with the result that the parts of the machine bear names that no mechanic on earth could understand without using a great deal of deduction.

It is no uncommon thing, this wrong naming of machine parts, and it takes any man a little thought to come to the conclusion that an "indirect gear" means a bevel gear or a cam shaft a "kicking rod." Always give the number quoted in the repair list if such is supplied, and it is always advisable to give the number and also a description of the part. The numbers on a casting become worn and disfigured through time, "8's" look like "3's," and so on,

therefore if a minute description is given it will determine the part in the wholesale house. If the number is gone—the part broken—sketch the outline of the part as nearly as possible, and also describe it as it is described in the manufacturers' list. If such little points be attended to in ordering they make a wonderful difference in your receiving the goods in better time, and, beyond all, greatly ease the work in the wholesale house. It does not take much more time to describe a machine or a part with detail than to roughly order it, and the speed in shipping made possible will more than repay any dealer for his pains in this respect. Don't give your mechanical idea of the name of a part; look up the list and give its proper name and number, and herein lies the necessity that every dealer ought to file his catalogs and lists properly, so that he can readily lay his hands on the publication that he wants. Have the order so that the order clerk will understand it clearly and at once and then, and only then, will you have the goods sent you in the shortest possible time.

Canada Leads in Asbestos

Canada is the most important producer of asbestos used in the United States. In that country the production of asbestos in 1912 came wholly from three states—Georgia, Vermont and Wyoming. The quantity was 4,403 short tons. This is insignificant compared with the output of asbestos in Canada, which amounted in 1911 to about 127,000 tons.

Experience will teach a man a lot if it doesn't kill him.



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks that Sell!

We are Specialists in the construction of Steel Storage and Wagon Tanks, whether for Water, Oil or Gasoline. Our

Western Standard Tanks

are the last word in Sheet Steel Tank construction.

Our prices and discounts mean money to the dealer who handles our line.

Come and see us when in Town or write for our proposition to dealers.

RED RIVER METAL COMPANY, WINNIPEG 51-53 AIKINS STREET

Students Make Tractor Tests

The University of Michigan's Mechanical Engineering Department is thoroughly alive to the trend in modern farming. A group of seven students, under the direction of Professor S. R. Thomas, made a test recently, report of which has just been issued, throwing some additional light upon the efficiency of the farm tractor. The first object of the test was to determine the economy and thermal efficiency of a modern kerosene tractor. A second series of tests was made to determine the mechanical efficiency. A 15-30 h.p. Rumely Oil Pull Tractor was used in both tests.

The report of the tests gives a description of the leading features of the motor itself, with comment on the merits thereof. Kerosene of 45 degrees Beaume was used, and a water brake was used as a dynamometer, driven by two belts from the pulley of the engine. A 4-inch belt was used outside of an 8-inch to reduce slippage on the pulleys. Scales and an outside fuel supply were arranged, so that the weight of fuel could be taken at intervals of six minutes on each of the 42-minute runs. The load and revolutions per minute of both engine and brake pulleys were, of course, taken at the same time.

Before starting the students adjusted the carburetor to what seemed to be the best point for combustion. Four runs were made without any adjustment of the carburetor, other than opening up the water needle valve as the load was increased for each test. After the four tests the engine did not start, and it was found necessary to remove the spark plugs and clean them. An investigation at this point showed that while the load had been increased from about 5 horse-power, successively, to 8, 11 and 14 horse-power, the total amount of fuel per hour had remained the same or had actually dropped. It was then readily seen that too rich a mixture had been supplied during the first runs, and that, as more load was put on and more air was supplied through the carburetor, the extra work was carried without increase in fuel. As loads of about 18, 21 and 27 horse-power were carried, the total fuel consumption per hour dropped still further.

At 5, 8 and 11 horse-power it was practically 31 pounds of fuel

per hour, while at 21 horse-power it was less than 19, and on 27 horse-power only about 24 pounds. As a result the pounds of fuel per brake horse-power hour dropped from over 6 at 5 h.p. to practically nine-tenths pound at 21 and 27 h.p. The cost of fuel per brake horse-power hour therefore, came down from over 7 cents to practically 1 cent. It was only 1.5 cents at 18 h.p. and 2.2 cents at 14 h.p., showing that from half load up the tractor was fairly economical on kerosene and could be used to good advantage as a portable engine for lighter work than plowing or threshing.

A supplementary test, also of seven 42-minute runs, was made to compare the indicated and brake horse-powers. The loads again varied from about 5 to 26 h.p. The mechanical efficiency, that is, the proportion of the total work done in the cylinder which is applied to the brake, or the threshing machine, as the case may be, varied from 38 per cent at 5 h.p., to about 84 per cent at 26 h.p. This is very good mechanical efficiency for ordinary farm gas engine practice. It is only natural that the efficiency should increase very rapidly with the higher loads, because certain of the friction losses remain practically constant and are much higher in proportion at the low loads. This accounts for the fact that several times much fuel was used per horse-power 5 to 8 h.p., as from 21 to 26 h.p.

The general conclusions as given by the report are as follows:

1. That this tractor will carry its full rated h.p.
2. The action of the engine is very satisfactory and with proper adjustment will carry its load without missing.
3. That the cooling system is very efficient.
4. That on this test the governing action was good.
5. That the engine at moderate high loads shows a very good economy. That starting is easy and can be done quickly.

The Quest of Motor Contests.

The Motor Contests at Winnipeg formed the theme of a lengthy review by L. W. Ellis, in Scientific American. In conclusion he commented upon the fact that both manufacturers and farmers are taking the smaller

types of tractor more seriously, saying that some of the greatest gas engineers in the world are turning to tractor design.

"The public has fully accepted the tractor for the heavy, yet comparatively simple work of plowing and threshing, which these brief trials represent," said he. "Interest is now undeniably focussed upon the more complicated situation on the average farm, where plowing is succeeded by disking, harrowing and seeding, hauling and harvesting where threshing is merely one of the short, big jobs for the stationary engine, and the lighter work of pumping, grinding, baling, shelling corn, etc., must be taken care of without too great a loss in mechanical efficiency.

"It is a nice nut for the manufacturer to crack, this actual replacing of the horse. Many farmers are doing it, with the very types of tractor that have been shown at Winnipeg in the last few years. But the public trial, at Winnipeg or elsewhere, is a more convincing demonstration, and we venture to predict that the motor contests of the future will seek to bring out this great factor of versatility rather than minute technical differences. Certainly such a wonderful educational force as the public motor competition will not have served its purpose to either maker or buyer until the last great question is solved, and the unquestionable superiority of the general purpose tractor over the horse is demonstrated in a clear, convincing and absolutely impartial way."

Wood vs. Steel Wagons

In a dispute over the respective merits of steel and wood wagons, a salesman of steel wagons recently made a test before a crowd of farmers in a Western town with the following result in favor of wood wagons:

The salesman had loaded a sample steel wagon with 10,000 pounds of cement in sacks; and after knocking three spokes out of one of the wheels made the trip around a block in safety.

Then he offered \$100 to any one who would produce a wood wagon that would do the same thing. Three farmers accepted the challenge, and going to a hardware dealer borrowed a wagon, and after sawing three spokes out of a front wheel, loaded on the cement and made the required distance without mishap. The steel wagon salesman promptly turned over the \$100 and had no more to say.

Attitude and Business

The principal complaint of the merchant selling wagons or implements or anything else in a small town or a cross-roads village is that he suffers greatly by the competition of the mail-order house and of the dealer in the big city. In other words, he complains that he does not get the business which he is justly entitled to, being that of the residents of his immediate community, because they too frequently prefer to do their business elsewhere; and he therefore blames his location for his limited opportunities, and longs for a bigger world in which to do business, says G. D. Crain in "Spokesman."

This is a fair view of the attitude of many merchants in small towns; and it expresses the feelings of many who are in towns that are not so very small, either. And it may fairly be likened to the attitude of the man who persists in closing his eyes to all features of the doughnut save the hole in the middle of it, because it means that the merchant who looks on his location thus is giving too much weight to its possible disadvantages and too little, or none at all, to its undoubted advantages.

The average wagon and implement man is an intelligent merchant in many ways; but pessimism is not intelligent, because it persists in looking on the dark side. It is nothing in the world but pessimism, pure and simple, to pass up the advantage of a snug location in a small town, among prosperous farmers, in order to point out the fact that a mail-order house gets an occasional order. The good food surrounding that hole in the doughnut is too conspicuously in evidence for any such attitude to be reasonable or wise.

Canadian Machinery Imports

In 1912 the Canadian imports of agricultural implements fell off slightly, the total amount bought from the United States being \$4,279,471. The United States furnished engines, other than locomotives, including boilers, to the value of \$4,201,284, an increase of more than 60 per cent over 1911. The total imports of iron and steel were valued at \$124,376,086, and of this amount \$108,171,349 represented imports from the United States.

Always remember that profits on paper take no discounts.

The Price of Success

We all know the old and trite saying regarding the candle that is lighted at both ends. Never more accurately could this saying be applied to humanity than at the present time—and in connection with a vast majority of business men on this continent. The higher cost of living, the necessary struggle for affluence against keen competition, the continual stress of our modern business life, all things that go to compose what we reckon success in its multiplicity of forms, demand of

mankind a great tax, and when reduced to an ultimate factor simply means what we pay for our striving to grasp the wealth we long for. The driving force of New World enterprise is talked of all over the globe, and accordingly from this fact we plaster a deal of comfort on our collective vanity. Also we go on—like egregious babes—trying to show the world the living definition of how to hustle if not to live sanely.

Yet in all things nature follows the Spartan law of ultimate compensation. We find that slowly but surely we are paying the

price with a vengeance, while it is easy to see how hundreds, nay thousands, of the inhabitants of this continent are travelling the road to physical ruin in their rush for so-called supremacy in business. And as they one by one drop out of the ranks, new recruits take their place and keep the ball of chimerical success a-rolling.

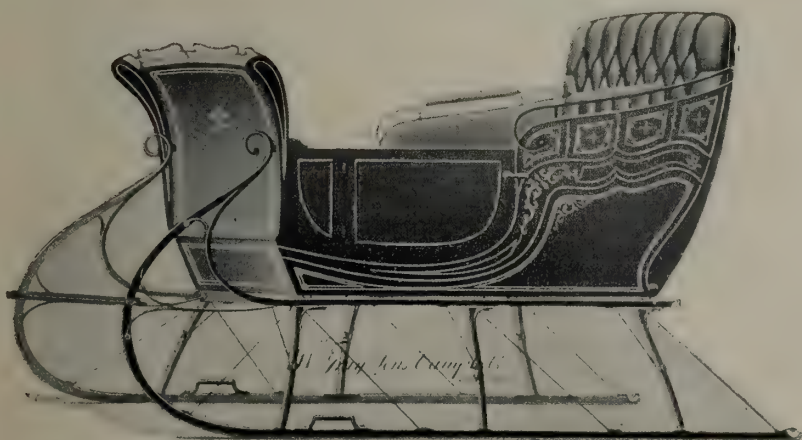
When we are constantly geared up to a high speed, physiological laws raise a warning that read aright means, "Thus far shalt thou go and no farther." The very pleasures and recreations of the

city man are unphysiological and exaggerated. Late hours with loss of sleep, dining at a time when repose is indicated, and violations of hygienic and dietetic laws in the matter of proper exercise and regular nourishment are all diminishing a vitality that can only be fleeting under such abnormal stress and strain.

Of what value is success if we spend ourselves untimely in its attainment? It is not hard to see that the unnatural demands of business and pleasure in our life are causing an ever increasing drain on the physical resources of

ARE YOU HANDLING The Famous Chatham Mill?

The fact that we made such a splendid showing at the Winnipeg Grain Cleaning Competition has had a decided effect on orders for our mills. We have many inquiries daily which pave the way for ready sales for our agents. Let us help you increase the profits of your side lines.



No. 31.—Cutter with Fore Doors.

A fully complete and up-to-date line of Buggies, Cutters, Kitchen Cabinets, etc., make the GRAY-CAMPBELL LINE worth handling. Full information, catalogues and price lists upon request.

GRAY-CAMPBELL LIMITED

WINNIPEG, Man.

MOOSE JAW, Sask.

the city individual. The mad scramble for success with its accompanying ability to indulge in dubious pleasures, would be ludicrous were it not tragic.

Heart diseases, cancer, arteriosclerosis are a few of the prices we are paying for success. The vitals of a new nation that should be robust and vital are being quickly gnawed by the power of disease. Insanity has increased enormously in the last fifty years and sudden death has become so common that we look upon it as an every-day occurrence. Has our lust for success so blinded us that we consider the end justified by the physical wreckage we become? Have we lost the joy that the normal and placid existence alone can give? Hustle may lead to wealth—it also leads to the cemetery.

The Importance of Collecting

In a certain centre, with 3,000 of a population, there are three hardware stores. All are financially good—all have ample capital for their business necessities—but only one store out of the three is prospering, while the other two are hardly making a living. Only one of the three uses a jobber's catalog, voluntarily offering to take orders from customers who come in to ask for things they have not in stock. The proprietor and the clerks in that store also take pains to show the jobbers catalog, explaining that it contains eighty thousand items and has twenty thousand illustrations, and also stating that they can quote the retail price on any of these and will be only too glad to book the order. Moreover this successful store is the only one of the three that collects its bills promptly, a point that again shows the absolute necessity of collections. Many men have not the factor of commercial courage; that is they are afraid of losing the customer by asking him to pay his bill.

As a general proposition farmers are slower in paying their bills than any other class of people. This is somewhat of an anomaly since a farmer expects to get spot cash for everything he sells. His mind has become saturated with the idea that everything he raises or has to sell must and can be sold only for cash, whereas everything that he buys should be on the "pay when you are ready" basis. This is manifestly unfair. There is an old adage, and one that is sound, that reads:

"No trade is good trade unless both parties prosper."

No man is a really desirable customer unless he is a reasonably prompt payer. The vast majority of financial funerals in the retail trade are, beyond doubt, due to the chief adjunct—the merchant—being a poor collector. He had too much out on his books, and lacked the courage to ask for what was his own. Every merchant owes this duty of pressing for payments to himself, his wife and family, and to the wholesale concerns who supply him with goods. If a retailer wants to succeed in business, if he wants his family to be in comfortable circumstances, to which money contributes so largely, if he does not want to drift to the financial grave-yard, he must be a good collector.

Now is the time for every implement dealer to attend to every outstanding account, and to hustle after it. A successful retail merchant was asked the secret of his success, and what his plan was in collecting his accounts. His expression was simple, and answered everything. He said: "My way is this. I let the other man get mad but I get the money."

These words are a suggestion to every retailer. Let the other man get mad as a hornet if he will, but see to it that you get the money that he owes you.

A New Sub-soil Plow

Deeper plowing is one of the great necessities of the present day, and farmers realize that they must avoid the continued use of the same surface ground year after year. In view of this fact a plow recently invented should have a valuable factor on its side.

The Grand Detour Plow Company, Dixon, Ill., is perfecting a plow that will turn over a furrow fourteen inches deep, the design being perfected by Bradford Brinton. The plow, instead of having but one deep plow, will be equipped with two shares, one lower than the other, thus bringing the lower dirt to the surface, where it is desired.

Selling Vehicles

It is true that the first order is usually the hardest one to get, yet it does not follow that once you sell a vehicle to a customer future sales are assured. It is as important to hold customers as to get them, and more customers are lost through indifference on the part of the dealer than from any other cause. You may advertise sensibly in order to get

trade, yet you forget to do the things necessary to hold it. There is little profit in one-time sales, and no business can be built on the one sale principle. The dealer must do his very best to take care of his customers—not only prospects, but those who have already purchased. And no vehicle should be sold without its being followed up in order to see if its purchase has proved satisfactory to the customer. Nothing pleases the average individual more than to have the firm they buy from take the same interest in them after a purchase has been made as before the deal was consummated.

You may think that a customer is satisfied if he does not come back and kick. That is no proof. While lots of people are dissatisfied they do not desire to make a fuss about it. Therefore you must find out their opinion regarding the vehicle you sold them lest, when next they purchase, they go elsewhere. One of the best ways to keep in touch with a customer is by sending out a personal letter. Let the customer thoroughly try out the vehicle, then send him a letter asking him how he likes it, and if not what is not satisfactory. If he is dissatisfied make it evident that you consider it as a pleasure to fix things up for him. And by such procedure you can learn absolutely the limitations of the line or lines of vehicles you handle. The letter keeps you in touch with—and in the mind of—your customer, and you will usually find that he has no complaint, although pleased that you have so much interest in him. And, should it happen that there is cause for complaint, and you rectify it, you pave the way solid for further orders, and you have the tongue of pleased customer as an advertisement. Selling the vehicle is often the easiest end of the business, the great art is keeping in touch with the customer.

Personality and Service

Personality in selling goods, as in other lines of business, counts for much and always will. But it is only real character that will count in the long run and not the personality of being a "dead-game sport" or a "jolly good fellow" with all that they have implied in the days gone by. The personality that counts is that which serves its customers by being honest and straightforward in all its dealings.

Implements in Newfoundland

Few of us in Western Canada ever think of the island of Newfoundland, although it is by no means an unimportant part of our great Dominion. For several years the island has been steadily increasing its agricultural production. In fact, the Minister for Agriculture stated in a recent report that the area at present under cultivation will shortly be doubled throughout Newfoundland should intensive cultivation be continued more assiduously. Agriculture on the island has suffered from another more profitable form of harvest—the harvest of the seas—since fishing has been sufficiently profitable to discourage efforts in the direction of agriculture. Much of the land on the island is hilly and rocky, also a large area is swampy. This makes farming with such tools as mowers, horse rakes, hay loaders, potato diggers, etc., difficult, and in some cases impossible. Most of the farms are small, and many of the owners have no horses. In fact, oxen do most of the hauling of this region, although ponies and horses are becoming more numerous. The keeping of live stock of any sort through the long cold winters is expensive, and for this reason there has not been any great increase in the amount of live stock.

Farming is done with primitive tools. Many plots are still turned with spades, harrowed with a fir tree drag, and when sowed or planted, through the lack of proper cultivating tools, are left to the mercies of weeds and the weather. Plows are scarce, and most of those found are of the crudest sort. Harrows are usually homemade. Cultivating, when done, is accomplished with a mattock or hoe. Scythes are used for mowing, and few large rakes are to be found.

Canadian and American hand tools, such as hoes, rakes, and spades are in stock in local stores, with similar articles of English manufacture. But American hand cultivators, sowers, and the like are apparently unknown. For these, as well as for one-horse implements or implements that might be used with oxen, it should be possible to build up a good demand in this region. Nor is this true alone of implements for cultivating the fields. Hand power separators, feed cutters, etc., and inexpensive hay binders, grubbers, stump pullers, and the like are still strangers to most of the farms in Newfoundland.



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well-known, widely advertised

HART-PARR OIL TRACTORS

Our 60 B. H. P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers.

Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water or coal troubles. Uses cheapest **kerosene** for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT

Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie.
63 West 23rd St., Saskatoon, Sask.
1622 8th Ave., Regina, Sask.

The Chapin Co., 331, 8th Ave. West, Calgary, Alta.



Corrugated Iron

Is recognized as the best material for all
kinds of

Farm Buildings

Many of your farmer Customers who have just taken off a good crop have money to spend on buildings that they will want to put up right away.

Live Wire Dealers

can get these orders and make some money by getting particulars as to the size of these buildings and sending them to us for a lump estimate.

You need to get busy at this today. We will give you estimates quickly, and ship your orders immediately.

Winnipeg Ceiling & Roofing Co. Limited

Manufacturers of Metal Shingles, Sidings,
Portable Corrugated Granaries

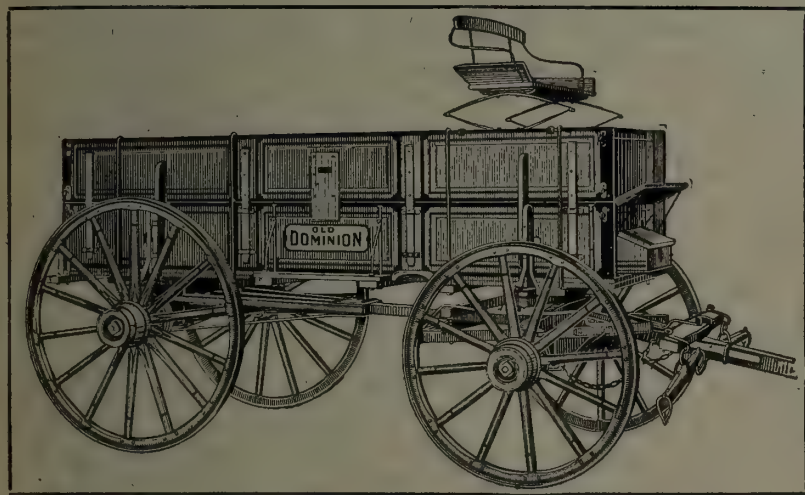
P.O. Box 2186 B WINNIPEG, MAN.

Best Value to the Core

JUDGING Wagons is, of course, not a question for eyes alone. Reputation counts far more, as you know. And the farmer is keenly aware of it. He buys wagons for hard usage and he goes about it shrewdly. It is easy to make wagons look well; good finishing often covers inferior points. That is what has put the buyer on his guard.

That is where the agent who sells I H C wagons and sleighs has the great advantage. The Canadian farmer has learned through years of acquaintance, test, and trial, that in

Wagons and Sleighs with the I H C Mark



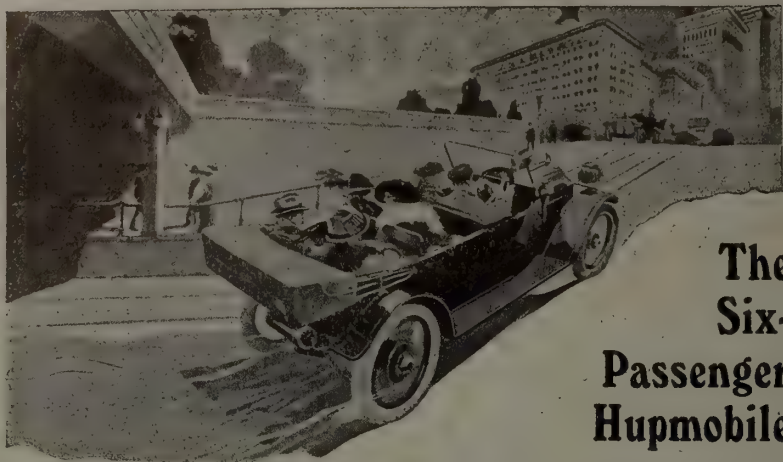
the best value is under the surface. He knows them to be good for many years of hardest wear and tear and strain. The sales field of the I H C local agent has been well tilled long ago. I H C wagons and sleighs, through the uniform high standards of the material in them, their design and assembling, and the careful inspections that follow them to completion, have achieved a great Canadian popularity.

The selling of such a line presents least difficulties. Sell the wagon and the sleigh that bears the I H C mark—that supplements its attractive finish with a widely known value and reputation. Why not get in touch with the nearest branch house? A post card in the mail now may be a worth-while investment.

International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.;
Winnipeg, Man.; Yorkton, Sask.



The
Six-
Passenger
Hupmobile

The Car OF THE Canadian Family

It has broadened the life of hundreds—yes, thousands—of families!

In quality and soundness of construction and materials—
In style and good looks—
In ability to cover a stated number of miles of road in a day—
In stamina and durability—
Even in passenger capacity—
The Hupmobile meets the larger car on a dead level of equality.

These characteristics are so pronounced—and have played so large a part in the wonderful spread of the Hupmobile's popularity among all classes of car buyers—that the Hupmobile has truly become the Car of the Canadian family.

Hupmobile Models of two passenger, four passenger, six passenger Coupe and Delivery;
Prices and Names of your nearest Dealer, with Catalog, upon application

Joseph Maw & Company, Ltd.

118 King Street WINNIPEG
Distributors for Western Canada



Best Service at
Lowest Possible Cost

IMPLEMENT DEALERS—

See to it that your Customers are Insured!

Every day that a customer of yours remains uninsured may be a day of misfortune for you. If you know of a case where a man who deals at your store is consistently neglecting to get protection, advise him—in his own best interest as well as yours. Being in fairly close touch with your customers, you are in a position to recommend what you consider the best companies writing.

FIRE INSURANCE **LIVE STOCK INSURANCE** **HAIL INSURANCE**

And for this reason, we want you to know our record. We are writing the above classes of insurance under policies free from hampering conditions, giving always the best service at lowest possible cost. Many years of experience in the Western Canada field, and an unbroken record of annual increases in the amount of business written, constitute our chief claims to your approbation.

If you wish further information, facts and figures, write any of the Companies shown above or address

INSURANCE AGENCIES, LIMITED

WINNIPEG
BRANDON

REGINA
SASKATOON

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(1,600 Local Agents throughout the Prairie Provinces.)

Gregg Malleable Knee Sleighs



Dependability They are made on the right principle, doing away with the start pins; they have all of the good features of the rave sleigh, and none of its weaknesses.

Quality Wood stock is carefully selected. Shoes are cast iron or open hearth spring steel. Knees are malleable iron—absolutely guaranteed against breakage. Rods and braces of mild steel.

Capacity Guaranteed to have a greater capacity than other sleighs of similar sizes.

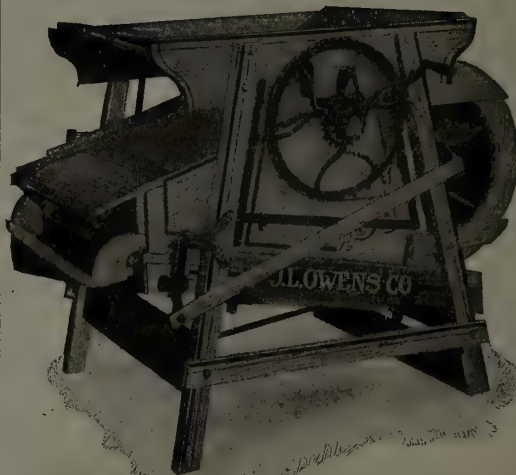
Durability Will last longer, and will give better satisfaction, under hard and rough usage than any of the common rave sleighs.

WRITE FOR OUR CATALOGUE

GREGG MANUFACTURING COMPANY, Ltd.

WINNIPEG, MAN.

King of Wild Oat Separators



THE OWENS
"NEW
SUPERIOR"
WILD OAT
SEPARATOR

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.

Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.

Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.

210 Chambers of Commerce, Winnipeg

CANADIAN FARM IMPLEMENTS

VOL. IX., No. 11.

WINNIPEG, CANADA, NOVEMBER, 1913.

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UNION BANK OF CANADA

Established 1865

HEAD OFFICE - - - WINNIPEG

Paid-up Capital..... \$ 5,000,000
Ret and Undivided Profits..... 3,300,000
Total Assets, over..... 69,000,000

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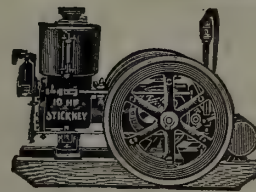
London, Eng., Branch, 51, Threadneedle Street, E.C.

Head Office, Winnipeg

This Bank, having over 290 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg Branch: D. M. NEEVE, Manager; F. J. BOULTON, Assistant Manager.

Stickney Engines ARE THE BEST



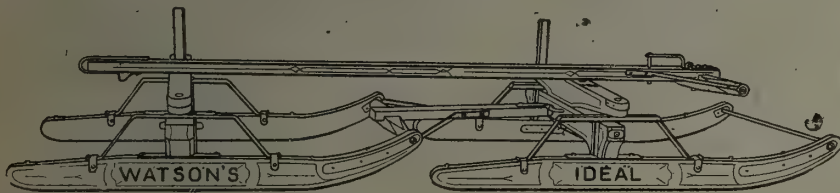
Always Satisfactory

The seller, before selling, says "it is good." The buyer, after buying, does not always say so—but he always does if he buys

a STICKNEY GASOLINE ENGINE as it gives satisfaction.

Chas. A. Stickney Co. Limited

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OUR LINE INCLUDES

Feed Cutters (seven styles)	Whiffletrees	Boss Steel Harrows	Pulverizers
Farm and Bush Sleighs	Harrow Carts	Warehouse Trucks	Bevel Jacks
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WE ALSO HANDLE

Heider Eveners, all sizes, and Janesville Gang, Sulky and Walking Plows, Disc Harrows, etc, also Repairs for all Moline Implements.

"NO ONE CAN GIVE YOU A BETTER DEAL."

WRITE FOR OUR CATALOGUE

Shipments made from Factory: Winnipeg, Brandon, Saskatoon, Regina, and Calgary.

Watson's Ideal Sleighs

are best known and give the best satisfaction of any farm and bush sleigh in the Canadian West.

Made in all sizes, steel or cast shoeing, and with our trussed bench—an exclusive feature—they defy comparison

Watson's Sleighs will get you the trade of your district.

John Watson Mfg. Co. LIMITED

COR. CHAMBERS ST. AND HENRY AVE., WINNIPEG



THE LARGEST LINE

OF

GRINDERS

IN CANADA

In sizes to suit any power. These cuts show three classes.

549, for use on the Farm. Three sizes.

550, Farm use or Custom Work (stationary or for moving from place to place).

551, Attrition Mills for Elevators, Custom Mills, etc. Finest work and greatest capacity. We have just what you need in these "Rapid-Easy" Grinders—which do more work with same power than others. Information, circulars, etc. upon request.

Sole Agents:

John Deere Plow Co., Ltd.

Winnipeg, Regina, Calgary, Lethbridge, Edmonton, Saskatoon.

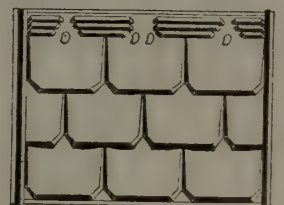
J. FLEURY'S SONS, Aurora, Ontario, Canada.

If you want to handle a GENUINELY GOOD ROOFING

One that you can recommend and stand behind, then sell

Eastlake Steel Shingles

"There with the wear"



Waterproof, Fireproof, Rustproof, Easy to Lay and Durable as the Building itself

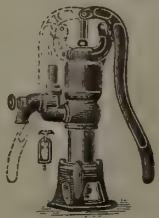
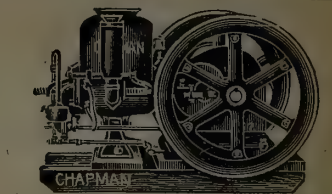
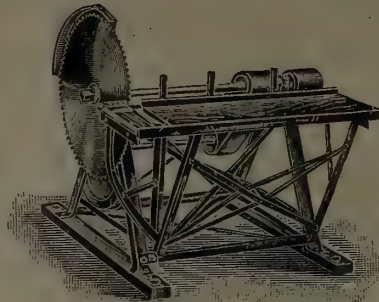
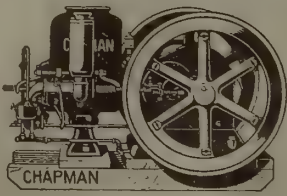
WRITE US TO-DAY for Catalogue and Selling Proposition

THE METALLIC ROOFING CO. LTD.

Manufacturers

WINNIPEG, MAN. Head Office, TORONTO, ONT.





MERCHANTS:

Let us assist you in what interests you most,—making **MONEY** and **CUSTOMERS**. Let us advertise in your own local papers above your own name, the **CHAPMAN ENGINE** with the removable cam box, the **TORONTO WINDMILL** that encircles the Globe, the **CHAPMAN WELL DRILL** that is friction driven, the **TORONTO GRINDERS** that you know to be best, the **PUMPS** that every man uses, the **SCALES** that every man ought to have.

Let us tell your customers and your competitors' customers something about **YOU** and the **GOODS YOU SELL**.

Our best Merchants have taken advantage of this advertising; it is a part of our advertising appropriation; it is **YOURS** for asking. **WRITE US TO-DAY** for catalogue, prices, co-operative contract and our special advertising proposition.

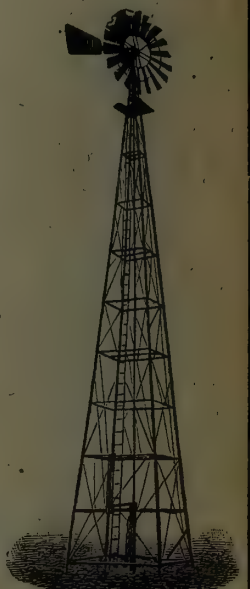
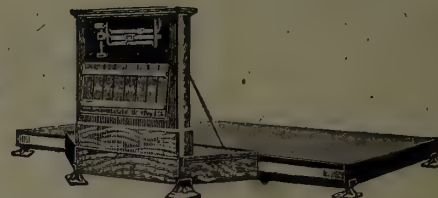
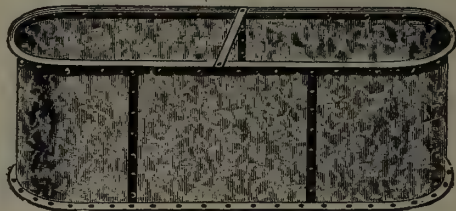
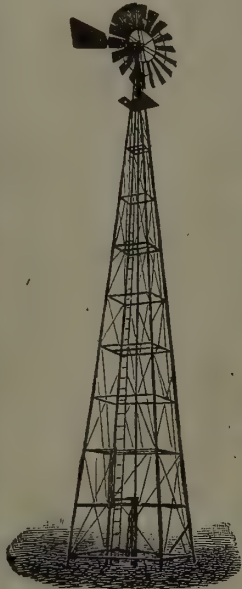
The Ontario Wind Engine and Pump Company Limited

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CALGARY



Is There a Better Known Plow?

THIS much, in our opinion, is an absolute certainty—the addition of Oliver plows to your selling line will mean advance for you in the ways you want to go; it will bring you new business, less work to get still more business, and money profit.



Our opinion in this is merely the condensed opinion of Canadian farmers. They know and use Oliver plows, endorse and testify to their good construction and service.

Horse and Tractor Drawn Oliver Plows

are universally known and popular. That is why they sell so nearly automatically—as a well-oiled machine runs.

Oliver sulky, gang and tractor plows are all built with equal care, from tried designs, as near perfect in general and in detail as it is possible to make them. All are light running, built for long wear, seldom after years of service requiring adjustments.

A variety of features to be found in Oliver plows are explained in our catalogues. These features are what have made the Oliver plows famous and make it easy to convince the new customer.

There is room in your line for a feature implement. Take this moment to drop a line for particulars to the nearest branch house.

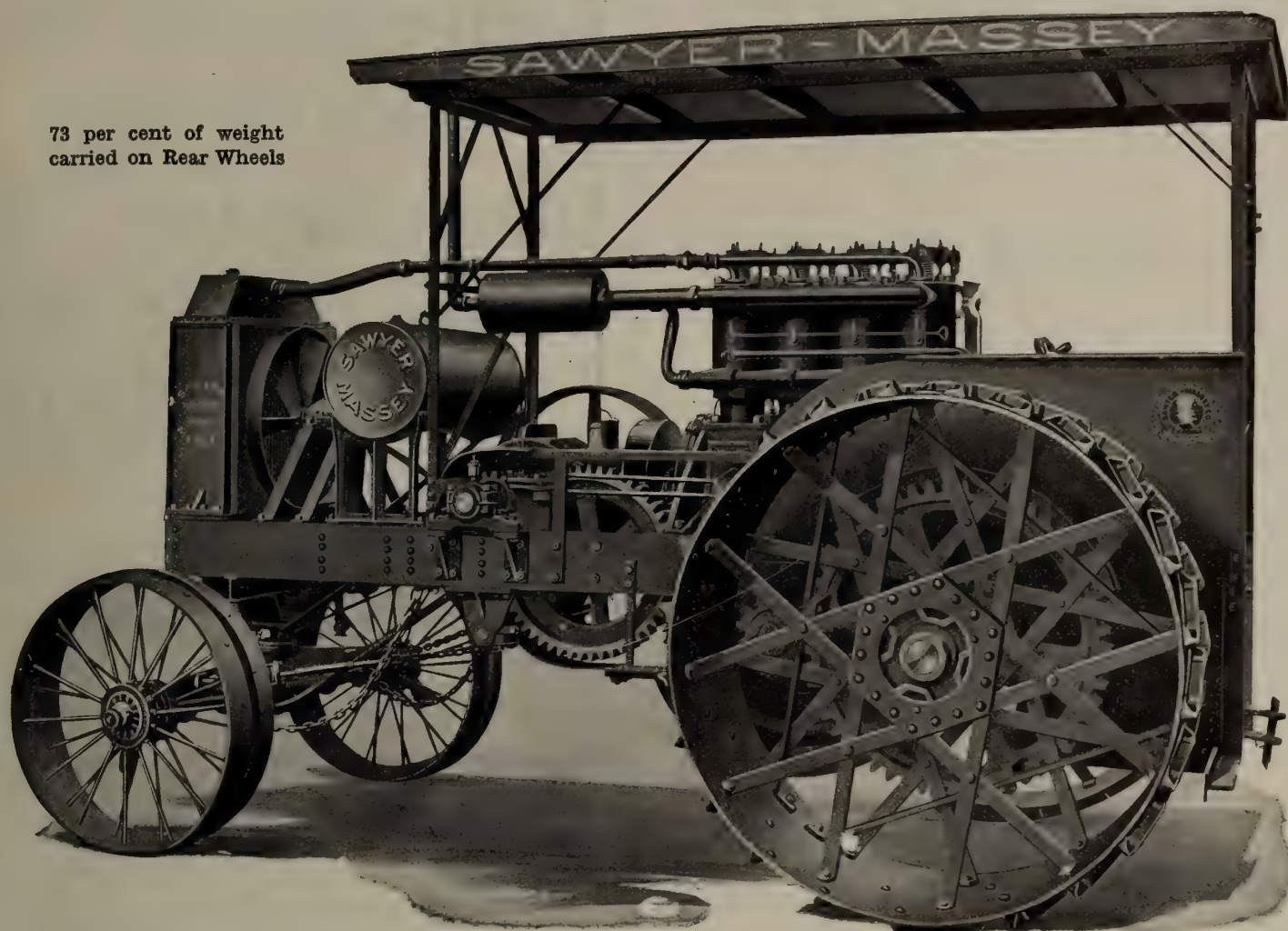
International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

The Premier Company

The Premier Goods

73 per cent of weight
carried on Rear Wheels

Sawyer-Massey Gas Tractor—Left View

25-45 Horse Power

Gold Medal Winner of Canada

The Sawyer-Massey 25-45 H. P. Gas Tractor won the First Prize and Gold Medal at the recent Winnipeg Contest, in which it effectively demonstrated its superiority over all competitors in the Canadian field. This contest proved conclusively

THE SAWYER-MASSEY 25-45 H. P. GAS TRACTOR

Uses Less Fuel

Requires Less Water

Travels farthest without replenishing water

Has greatest excess horse-power over rating

Produces straighter and smoother furrows

Has greatest speed range

In addition to these points of absolute superiority, it also showed very slight vibration, and a score for finish, durability and protection of parts unexcelled by any of its competitors.

This tractor not only wins in the contest and in the field, but also wins the hearty endorsement of every user. It will find many sales in your locality this season. They will mean a lot of money and friends for the dealer who handles them.

Our proposition to dealers is a strong one, and we would like to tell you more about it, and will on request. Write us to-day for this information, particulars of the decisive Winnipeg Contest, and a copy of the "Sawyer-Massey Chronicle."

Sawyer - Massey Company, Limited

Builders of Steam and Gas Tractors, Threshers, and Road Making Machinery

Head Offices and Factories: HAMILTON, CANADA.

Branches and Warehouses:

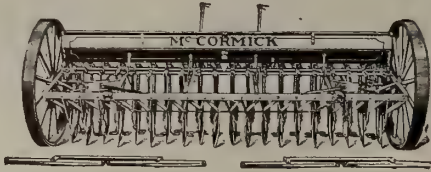
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SAWYER~MASSEY



Sow Satisfaction—Reap More Sales

A McCORMICK DRILL sold by you, running back and forth across your customers' fields, begins immediately to bring extra dollars into the pockets of not only the owner, but of yourself, the agent. That is the good influence that re-acts back on you from sales of

McCormick Drills

General principles, design, frame and detail construction are combined to best suit Canadian soil, Canadian farmers and Canadian horses—for practical use.

Practical ends in view led to the perfection in oiling system, adjustments, bearings, the design of the disks and shoes for correct drilling, the sagless frame and feed construction, etc., etc.

This is the time to think of the 1914 McCormick Drill agency. Drop a line to the nearest branch for particulars.

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Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.
North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

Lowest Excursion Fares

TO

EASTERN CANADA (Daily During December)

AND

OLD COUNTRY (November 7th to December 31st)

VIA

Chicago and Grand Trunk Railway

THE ROUTE THAT PLEASES THE TRAVELLER

For Rates, Reservations, Tickets and full information, write, phone or call



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EASTERN EXCURSIONS

VIA THE

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Return Limit, 3 Months

Extension of Return Limit on payment of \$5 for each 15 days

Stopovers East of Fort William

4 EXPRESS TRAINS DAILY

"Imperial Limited," "Eastern Express," to MONTREAL

"Queen City Express," "Toronto Express," to TORONTO

Return Fares from and to a few of the principal points:

FROM \ TO	Toronto Hamilton Sarnia Windsor	Montreal Ottawa Belleville Kingston	St. John N.B. Moncton	HALIFAX
Brandon.....	\$44.00	\$49.00	\$63.30	\$67.45
Calgary.....	61.00	66.00	80.30	84.45
Edmonton.....	61.00	66.00	80.30	84.45
Fort William.....	40.00	45.00	59.30	63.45
Lethbridge.....	62.90	67.90	82.20	86.35
Medicine Hat.....	59.80	64.80	79.10	83.25
Moose Jaw.....	52.00	57.00	71.30	75.45
Port Arthur.....	40.00	45.00	59.30	63.45
Regina.....	50.65	55.65	69.95	74.10
Saskatoon.....	52.00	57.00	71.30	75.45
Swift Current.....	55.30	60.30	74.60	78.75
Weyburn.....	49.45	54.45	68.75	72.90
Winnipeg.....	40.00	45.00	59.30	63.45
Yorkton.....	48.35	53.35	67.65	71.80

**Through Standard and Tourist
Sleeping Cars and Dining Cars
to Toronto and Montreal**

Corresponding excursion fares from all stations, Port Arthur to Calgary and Midway, B.C. to all stations east of Port Arthur in

**Ontario, Quebec and
the Maritime Provinces**

For booklet of information and full particulars as to fares train service, tickets and sleeping car reservations apply to nearest Canadian Pacific Railway ticket agent, or write to

A. C. Shaw, Gen. Pass. Agent, Winnipeg.
J. A. MacDonald, Dis. Pass. Agent, Brandon.
J. E. Proctor, Dis. Pass. Agent, Regina.
R. Dawson, Dis. Pass. Agent, Calgary.

You Can Make More Profit Every Season

by selling implements that have proven their superiority in producing better crops; and have at all times given more satisfaction to the farmers of Western Canada,—that's the Cockshutt-Frost & Wood Line of Farm Implements. The unequalled reputation for dependability and efficiency which these implements have enjoyed for many years is mainly the result of first hand information gained by long experience and study of Canadian farm conditions. The history of Cockshutt Implements is one long story of constant energetic progress that has enabled us to produce the most powerful, economical, durable and all round satisfactory implements on the market.

Cockshutt—Frost & Wood Implements

The dealer who is fortunate enough to get a contract to handle the Cockshutt lines has sales every month of the year. These lines include plows, drills, harrows, cultivators, pulverizers, binders, mowers, rakes, manure spreaders, hay presses, scrapers, wheelbarrows, corn planters, grain tanks, fanning mills, wagons, lorries, sleighs, carriages, cutters, etc., etc. These are the implements that are big factors in producing the enormous crops of Western Canada, and have made

Canada famous throughout the whole world as a wheat growing country. These implements are the choice of experienced farmers and experimental farms, and their reputation for good honest work and satisfactory results has increased the demand so that it is an easy matter for the Cockshutt agent to make sales. We help our agents in every way to increase their sales. If you are interested in the Cockshutt lines—sales all the year around—we will be glad to hear from you.

Tie Up With the Line That Has Most Sales

Whether it be a plow, drill, harrow, binder, mower or any other farm implement a farmer wants, the Cockshutt dealer is able to supply him with the best. Our dealers have the most complete and up-to-date line. No matter where the farmer is situated, or under what conditions he works—whether in new land or old; rough, stony or normal; light or heavy; in large farming or small—the Cockshutt agent can supply him with the particular implement that will meet his needs; and often the only one that can economically and successfully do the required

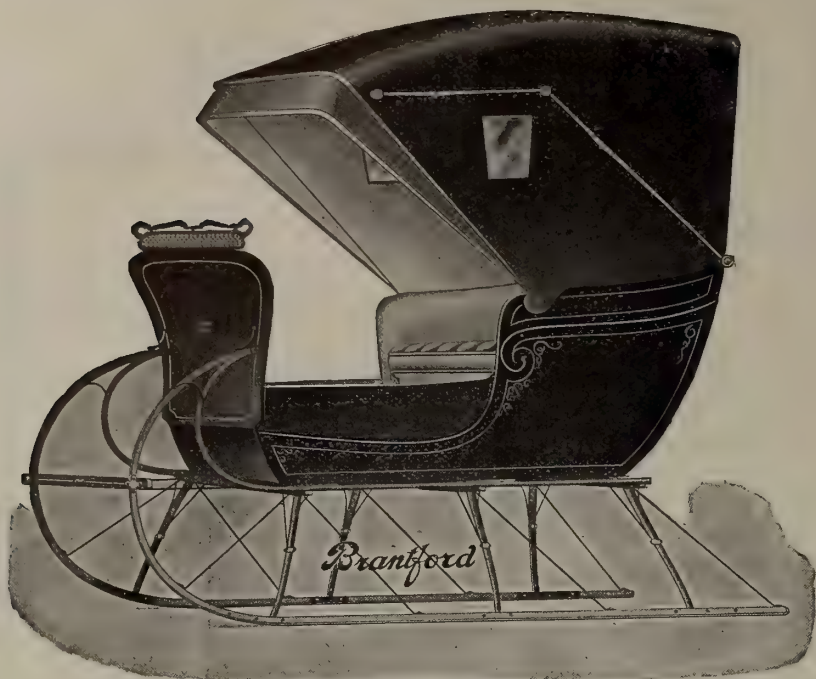
work. The farmers know this, and that is why the Cockshutt agent has great prestige with the farmers.

The farmers of Western Canada know they cannot afford to overlook the Cockshutt dealer when they are in need of a new farm implement. Take this opportunity to "tie up with the line that has most sales," and is the choice of the successful farmers. Write us today asking for further information on our dealer proposition, we will be glad to hear from you.

Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage la Prairie



BRANTFORD CUTTER No. 131
Equipped with top and wind boards. One of thirty styles

Brantford Sleighs and Cutters are Popular

The features that have made Brantford sleighs so popular are the quality of the materials that go into their construction, the modern design and style, the superior finish, the comfortable riding qualities, and their great strength. Every care is taken in manufacturing Brantford sleighs and cutters, with the result that they stand out above all others in giving satisfaction and service. The following is a general description of the materials used in their manufacture:

Woodwork. Second growth hickory beams, knees, runners and shafts.

Ironwork. Steel braces throughout; 1½-in. channel steel shoeing on ¾-in. runner. This gives a good wide runner surface that will not sink into a soft road, resulting in light draft. The wide channel steel shoeing protects the hickory runner, making it practically indestructible.

Painting. Bodies are painted a variety of fancy colors and striping. Gears are painted red or dark green.

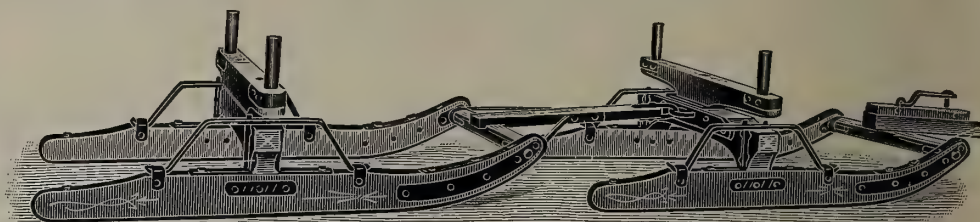
Trimming. Green, red or old gold plush, or green cloth. Spring cushions and backs. Padded quarters. Carpet in bottom. Shafts leather trimmed.

Mountings. Silver dash rails, handles and arm rails. Screens where designated.

Tops. The added comfort that is derived from a cutter top is well worth its cost. The top shelters the driver from the wind, thereby adding great warmth to the interior. Top folds neatly and is not in the way when not required.

A Cockshutt Agency

Gives you control of the best lines of farm machinery, wagons, sleighs, etc., etc. Don't place your orders till you have had a talk with our travellers. The Cockshutt line has sales all the year around—winter and summer. We are sole sales agents for Adams Farm Sleighs and Brantford Cutters; these lines are absolutely the highest type of sleighs and cutters made. They are built by skilful workmen from the best materials. Quality and Satisfaction are guaranteed by Cockshutt reputation.

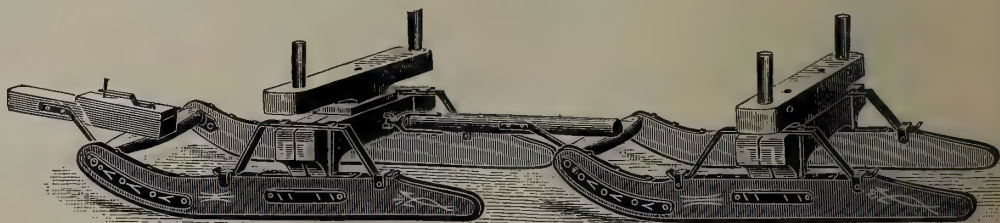


Adams Single Bunk Sleigh

An excellent farm sloop sleigh with 6-in. camel back oak runners. Front benches well reinforced. Long steel nose plates are rivetted on sides of runners.

Adams Sleighs

Adams Sleighs are the best sellers ever put on the market. They are better proportioned, better finished and stronger throughout than any other sleigh on the market. These sleighs are built right by competent workmen from selected materials. They are fast sellers at popular prices, the extra quality does not cost anything extra. If you haven't already got our catalogue, write for it today, it means more sales and more money for you.



Adams Double Bunk Sleigh

This is one of our heavy teaming sleighs. It has 6-in. camel back oak runners and 8-in. double benches, bolted together—making it a very substantial sleigh.

COCKSHUTT PLOW COMPANY, LIMITED

Western Branches: Winnipeg Regina Calgary Saskatoon
Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage La Prairie

CANADIAN FARM IMPLEMENTS

Vol. IX., No. 11

WINNIPEG, CANADA, NOVEMBER, 1913.

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Probabilities and Power Farming

Granting always that our hind sight is better than our foresight, we can find a veritable romance in looking backwards upon the wonderful progress made during the last thirty years in the design and construction of farm machinery. It is hard to look upon it as a fact that only about seventy-five years have elapsed since the time when the crude, fire-hardened, wood-point plow was used, and now we see the powerful tractor cleaving the soil with its battery of gleaming shares of hardened steel.

The different countries of the world are an endless study in contrasts, and none more so than in this Western country of ours, where, a few miles apart, you may find one man wearily following the oxen up the furrow, while another man operates a chugging tractor, attending to both engine and gang plows at the same time. In parts of Europe we still see human beings and dogs hauling primitive plows across the fields, while in the changeless East the agricultural methods in many lands are still as crude as they were in the days of Moses, 2,000 years before the birth of Christ.

All this is a case of looking backward, but we have another vision, and a better, which is of engrossing interest to any man who is connected with the farm machinery business.

In machine and implement design we have gone far — in fact many would say that we have almost attained perfection, but that word is a hard one to realize in the engineering sense. We have an immense factor to consider, and that is the ingenuity of the American mechanic!

Letting it be granted that we have gone far, and that our trac-

tors and power plows are wonderfully efficient, there is every chance that the future may hold a time when men will look back to the present year, and will consider our implements and farm machinery as quaintly curious as we ourselves now stigmatize the wooden plows of Arabia or Hindustan.

It does not require any great perspective to acknowledge that the years to come will see some radical changes in farming methods, and, of necessity, a radical advancement and change in all sorts of farm machinery. Science has dipped into the future in vision, and has, in the past, seen the vision become an accomplished fact. We doubted the submarine, yet it is part of the modern navy. We scoffed at the idea of flying machines, yet only the other day we find a man who can turn somersaults in a monoplane, which is equalling most of the feathered race and doing what many birds do not attempt.

The internal combustion engine has been steadily improved and has attained a great efficiency in practice, but ever over its head we find hanging the question of fuel costs. The heavy steam tractor has its limitations; its weight may be against it, and it is like an army, for it can only travel on its stomach. The problem of supplying fuel and water goes along with steam power, and always will, so long as we generate steam by applied heat.

In the vast majority of the farm mechanisms we have continually to sacrifice a great deal to the factor of weight. We cannot supply high power without an increase in mechanical design, larger engines, heavier gearing, more weighty frames and wheels,

and so on. Engine-produced power, unless so small as to be useless, must of necessity require a considerable outlay of the energy generated to keep in motion its own moving parts in any tractive mechanism.

Is it not possible that in the years to come we may yet develop for agricultural machinery that potent factor in modern mechanics—a factor that we are largely ignorant of and can only apply—electricity.

Science is continually seeking new methods by which electric current may be produced, and no man dare say how economically we may yet develop an electrical horse power. Again we are steadily investigating the question of the storage battery—which will revolutionize electric traction when it is evolved. It is only a few years since first we made use of the principle of revolving wires between two electro magnets, yet we have the dynamo and electric motor in all sizes, from the mighty alternator to the small motor that you see operating an electric fan.

There is no power which we have found so tractable as electricity in its adaptation to small spaces or light weights, and the quest for power—along with lightness—is a supreme mechanical necessity.

Let us look forward into the unknown days to come and consider what may yet be in agriculture!

Imagine a vast country like this Canadian West covered by a network of power standards that sweep their feeders to all points of the compass. We have, let us assume, reached a time when electricity can be produced in large voltage at an almost infinitesimal cost, and we also have

storage batteries of large capacity, occupying extremely little space while of light weight.

This great system of power feeders, criss-crossing the vast agricultural areas of the continent, has its tributaries and substations, branching off in sections to separate districts. The cost of power transmission will have been greatly reduced and light cables of small cross section will be slung as simply as are rural telephone wires at the present day.

This power is supplied through the district to each farm, having been lowered by transformers to a suitable voltage. A charging plant is part of the equipment of every farm, and the motors for the various machines are simply driven by the high power storage batteries. It has been proved indisputably that the most economical unit in modern machine shops is the electric motor attached to every separate machine. In a like manner a small storage battery is part of the machine equipment, the size of the battery and motor being graded to the power required by the machine. Electrical design will have so progressed that weight will have been reduced to a minimum in relation to the power produced, the weight of the machine therefore being lessened if necessary.

The high power tractor will have a form of storage battery with great hour-capacity, and the two motors will be located so that one drives the front, the other the rear wheels. The battery will be composed of two sections in event of breakdowns and the motors made so that either will readily run the tractor without load.

The small machines on the farm may be fitted with inde-

pendent motors working from the ordinary power system, the size of the motor being in ratio to the power required by the machine.

The electrification of soil for increasing productivity may, ere this time, be an established agricultural fact, and a new series of machines will be used in cultivation by means of which the soil is treated when necessary.

Argument may be raised as to the chances of breakdown in electrical machinery, but, ere this time, the design of motors and the winding of armatures will have become greatly improved and simplified so that they will be classed "fool-proof," as some manufacturers claim for internal combustion engines at the present day.

Again, as already stated, power transmission and production will have become immensely cheaper, while the government may control the power production of the entire national electricity supply.

Granting that the whole of such a scheme is fantastic and chimerical, it is as easily possible as have been any of our mechanical inventions along any line. The original plow was a poor tool when compared with the great engine gang, and our forefathers would have doubted their senses had they seen an aeroplane soar upwards from earth. Nothing is absolutely impossible so long as men of mechanical inventivity are born, and it may be that the implement dealer in 1950 will consider as obsolete and antiquated all the farm machines that we have in 1913.

It may not be generally known that as early as 1879 an attempt at electric plowing was made in

France, by Chretien and Felix, two French engineers. Twenty years after the same process was tried in Italy with a fair measure of success. In the latter country central power stations were thought of, either water or steam supplying the energy. Such stations might be the property of a great estate, an industrial association, or as was thought at the time, an association of the farmers in a district. Again it might be that, with the advance of manufacturing throughout the civilized world, factories of all kinds would be glad to utilize their surplus power by transmitting it throughout rural districts. At all events we may look for vast changes in the future, and fact and fiction have too often proved to be nearly akin in the past for any man to say what may be seen in the future with regard to power farming.

An Invention That Lowers Repair Cost

This year, a well-known firm, the Ontario Wind Engine & Pump Company, Toronto, whose goods are widely known throughout the Canadian West, have put upon the market an engine that they believe will revolutionize the farm engine business. This company, in doing business over the entire Dominion, have occasionally been called upon to make long and expensive trips (both to themselves and to their customers) in order to make some simple engine adjustment made necessary by some accident in transit or by the operator having let the engine get out of order.

There are certain laws covering the development of power of internal combustion engines which

have to be complied with. The timing of the valve, valve clearance, cams, timing of ignition, regulation of the point of ignition according to speed, adjustments and variations of the governor, the repairing of an old engine, which at times necessitate an expert, a man who thoroughly understands the engine, going over the various parts.

This brings us back to the cold bald fact that all standard makes of engines that have earned for themselves a reputation, have cams to adjust, timing apparatus to be timed, governors to be regulated, points of ignition to be set, cams that wear and have to be replaced, and in 95 per cent of such cases, it is up to the machine man, the expert, to make the adjustments. In 99 per cent of such cases, the expert has come from the factory or branch house, which is a loss of time and money, both to the manufacturer and the customer.

The Chapman engine is so designed that the entire mechanism is placed in this cam box, such as the governor, timing device, cam-shaft, cams, circuit breaker, gear and hook-up, including the hook-up; in fact, every adjustment pertaining to the timing, the governing and successful operation of the engine. This cam box is about 12 inches in diameter and weighs about 50 pounds; it is attached to the engine by four stud-bolts and can be taken off as easily as a wagon wheel and replaced by anyone having no mechanical ability whatever.

In addition to this consolidation of the vital parts of the engine, friction in this mechanism is almost entirely eliminated; the valves are operated by a 1¼-inch ball, the gasoline pump is oper-

ated by a ¾ inch ball, making both the valve and pump cam, ball-bearing; the governor is ball-bearing throughout, which eliminates friction, wear and noise.

The advantages of the consolidation of the vital parts of an engine can scarcely be estimated, because it is possible to repair or adjust an engine in the manufacturers shop by simply expressing the cam-box to the factory or branch house, where it can be gone over by an expert, put on an engine, tried out and returned the next day.

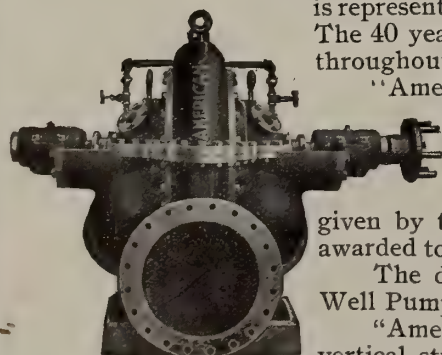
This is what can be termed "true economy"—saving the dollars without reducing the efficiency of the engine. On a trouble job from let us say 200 miles away, the factory figures the time of the workman in the shop at 30 cents an hour, therefore a one hour repair in the shop is valued at 30 cents.

The old method of doing this repair would total up as follows: Railroad fare, \$12.00; Hotel expenses, \$4.00; Workman's time away from shop at 30 cents per hour, \$6.00; making a total of \$22.00, while no one gets any real benefit from the money spent except the railroad company and the hotel.

We believe that the Ontario Wind Engine & Pump Co., Ltd., in their new cam-box design, have discovered the "missing link" in the gasoline engine business, the real bond between farmer and factory, profit or loss. On this grounds alone they are worthy of every congratulation on having produced a mechanism so compact yet so mechanically perfect.

Flattery is a good bait for suckers, but you can sometimes catch them with a bare hook.

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness. "American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



Business and Competition

Competition may be said to be the greatest factor in the exchange and distribution of goods. The business man who is content to do business on a margin insufficient to cover overhead expense, and provide a fair living profit, and who thinks that price comparison is the best way to get business should retire from the commercial army, for he is useless in its ranks at the present day.

There is no doubt that price cutting will increase tonnage and volume of sales, but should large competitive houses all indulge in this pernicious practice, the result would be a complete demoralization of business. Among businesses today the standard of commercial morality is being attained and sustained largely through trade associations and the intermingling of business men. We have found that the policy of honesty, fairness and square dealing in business pays and produces greater pecuniary benefits than the reverse of such a policy. We may say, like the philosophic Scotchman: "Honesty is the best policy; I ken, for I hae tried baith!"

In business we are losing our doubtful admiration for the cheap combination of guile and shrewdness that once we termed smart. We lose taste for it, while once we esteemed it a characteristic to court, for now we look upon business as something beyond the cheap glibness of commercial trickery. We consider business a means for making a livelihood, a field for producing wholesome endeavor and a school for the development of character.

We do not deify the rich shyster or quack, nor seek to emulate their methods of accumulating wealth. They find no joy in their work, and in much the same way the merchant of today who only makes money loses, and what is more, feels that he has lost something worth more than money when his practices create for him a bad name in business circles. Unfair competitors have no regard for the rights of others. They would starve themselves to deprive a competitor of a square meal. They suffer from an obsession, the principle of which is to get business—on a fair basis if possible—but in any event to get business. Such a theory is merely price comparison, and can be termed the lowest and most degraded form of competition. It means the cutting and hemming of a red flag far over their store doors.

A man, to be a competent machinist, must serve an apprenticeship, but any fool who wants to enter business may put his name on a store front and open his doors to the public. Then we marvel how so great a proportion of men who enter business fail. We pass a man on the street, and our companion says: "That is So-and-So—he used to be in business for himself, but he went under."

And in nine cases out of ten the reason is that such men cut prices in order that they may break into the market. They did not consider that they stood an excellent chance of losing all they had, and of being unable to pay their creditors. We could regard it as fairly axiomatic that competition is such at the present date in the history of the world that even the long-headed and wise reap a profit that is cut as near to the buying price as possible. When the fools invade the realms of price cutting, where established concerns do not tread, there can be but only one result. One of our greatest faults today is that many new concerns, possessed of small capital and still smaller mental capacity, obtain credit far too easily, and are not questioned as to their plans, ability or possibilities. The result is a bushel of blasted hopes and an acre of angry creditors.

Many business concerns, like the astral glories of the comet, dash an emblazoned scroll across the heavens of business for a little time, and then suddenly disappear from our ken for ever. Men who possess no capital and no special mental equipment for the job float into the implement and other retail businesses, often without the elementary knowledge of how to figure how to do business at a profit. By means of various methods they secure a little business and obtain some credit, but the end is the same, and the result is failure. Really the only qualification that such men have is a remarkable nerve, but that commodity alone will never sell goods at a profit. A man who would never dream of taking a job as a blacksmith will cheerfully start as an implement dealer, although his knowledge of the business is really a missing quantity. Knowing a binder from a plow, a harrow from a handsaw, does not make the essentials of being a successful implement dealer, and the man who starts any business without capital, having nothing to lose, does not greatly worry over what methods he employs in his business.

Another type of man never knows the facts about his own business. Men who are, to all appearances, bright and aggressive, have been known to keep their books in such a way that they never actually knew whether they were in a position to retire or were ready to go into the hands of the receiver.

Another specimen we meet is the unscrupulous buyer. Upon receiving a quotation he relates a tale of a competitor (whose name he will not mention) who has quoted a price 10 per cent. below that given. The salesman, eager for business, falls for this ancient frame-up and actually cuts his own prices by breaking those of an imaginary competitor. Honest goods sold by honest methods, and at honest prices, is the great keynote of business, but beyond mere honesty we must have men who are fit to be in business, both mentally and financially.

Price Demoralization

The original price demoralizer was not the man who developed into the "big cutter," but he was the small, narrow-minded, hermit-like man of limited capital who never knew how much he was or was not making until failure came. He was the many-priced man, who sold things for whatever he could get, believed any price-cutting story that he heard about his competitor around the corner and met every such story by a cut. And, as a fact, the same element is the most demoralizing force today.

Cordage Company Hold Feast

The officials of the Peoria Cordage Co., Peoria, Ill., along with their friends held a banquet on Oct. 7th, celebrating the twenty-fifth anniversary of the birth of the company. The company was organized in 1888, through a combination of Kingman & Co. and E. C. Heidrich, then of Miamisburg, Ohio. Mr. Heidrich had been manager of the Binder Twine and Cordage Co., of that city from 1883 to 1888, when he met with Kingman & Co. and decided to open a Peoria factory. The first mill was erected in 1888 and was operated day and night for eleven years, and in 1899 the plant was doubled and also the capital stock. The two mills now constitute one of the largest binder twine and rope plants in the West.

Officers of the company are: E. C. Heidrich, president and manager; E. C. Heidrich, Jr., vice-president and assistant manager; F. A. Heidrich, secretary, and A. G. Heidrich, treasurer.

Big Plant for Minneapolis

A new concern in Minneapolis, the Standard Motor Co., has been organized by northwestern U.S. capitalists who back the enterprise by \$6,000,000. The new company have acquired the Minneapolis Motor Co., and the Colby Motor Co., of Mason City, Iowa. According to F. E. Kenaston, president of the Minneapolis Threshing Machine Co., the new company will build at Minneapolis, one of the largest auto manufacturing plants in the United States.

Tractor Trials in Germany

The Chamber of Agriculture, Königsberg, Germany, is to hold a large agricultural exhibition, with special trials for power plows operated by gasoline tractors. These tests will take place during the end of May and the commencement of June, 1914. Full particulars can be obtained from the Königsberger Landwirtschaftskammer, Königsberg, Germany. We would suggest that the name of the corporation be only mentioned in shorthand.

American Capital in Canada

Estimates of statisticians put the amount of American capital now invested in Canada at \$500,000,000. The largest individual American enterprise in Canada is said to be the International Harvester Company which at its works in Hamilton employs between 3,000 and 4,000 men.

The Advance of The Engine

The extent to which power is used on the farm is indicated by the enormous number of gasoline and small steam engines in service all over the country. It is estimated by reliable authority that 500,000 gas engines will be bought for farm use this year, and there are probably in use at the present time one and one-half million gas engines with an aggregate capacity of about 4,000,000 h.p. There are now about 760 different companies manufacturing gas engines.

Milk Production in Canada

A very comprehensive bulletin under the above title has just been issued, and forms No 72 of the regular series of Bulletins of the Experimental Farms.

Its author, J. H. Grisdale, Director of Dominion Experimental Farms, has made milk production a subject of special study and experiment for many years and has embodied in this bulletin the most valuable of the information obtained. As suggested by the subtitle (Crop Rotations, Dairy Barns, Breeding Dairy Cattle, Feeding, Care and Management of Milk Cows), the subject of Milk Production is not as simple as might appear at first glance. A maximum output of milk is dependent upon many factors, and the author's endeavor has been to treat of these as fully, clearly and simply as possible, so that the bulletin may be of value to the general farming community both in aiding them to make a start along correct lines and also as a work of reference on those dairying problems and dairy machinery.

The subject of Milk Production

is treated under the following heads:

1. The farm chosen, the rotations followed and the crops grown.
2. The breed of cattle selected and the breeding methods followed.
3. Stables and care and management of the herd.
4. Milking and care of milk.
5. Feeding methods and rations.

Under No. 1, are discussed questions, of prime importance, which arise before the would-be dairyman takes up the problems of dairying proper. The location and area of a farm best suited to his purpose, the nature of its soil, the most suitable crops to grow and rotations to follow are treated of. Suitable rotations are given for all parts of Canada and a diagram is given showing arrangement of fields under a three and four-year rotation. The diagram also shows a good arrangement of the farm buildings, runs and paddocks.

Under 2. The breed of cattle

chosen will be readily admitted to be an essential factor to success. The author is convinced, however, from his experience, that there is no "best" breed and says "Generally speaking, the best breed is the breed the man likes best." Several breeds are mentioned which would be likely to prove suitable where the milk is shipped to a cheese factory or to a city, and others given where butter is to be manufactured. The character of the farm and the abundance of forage will also affect the breed chosen. A brief account of the various breeds known to Canadian farmers follows.

The herd having been established, the method of keeping it in a high state of efficiency naturally suggests itself. This is discussed from all points of view: pure-breeds vs. grades, the bull, the dairy calf and the heifer, with notes on the feeding and care of each. Judging the dairy cow is also treated at some length.

Under 3, "Stables, and Care and Management of the Herd," the construction and ventilation of the cow stable is taken up and certain principles of building indicated. The necessity of abundance of air and sunlight are shown and methods of obtaining

these essentials indicated. Farther on in the bulletin, a special section on the Ventilation of Dairy Barns embodies in full the author's findings on the subject.

In "Milking and Care of Milk" will be found advice on the economical and cleanly handling of that product, including care of utensils, milking machines, brushing, washing and clipping of cattle, etc.

Under "Feeding Methods and Rations," the whole subject of feeding the milk cow is taken up, what, when and how to feed being fully discussed. Following this is a section entitled "The Philosophy of Feeding," in which the question is gone into in more detail and in a more scientific way, although so treated as to be readily understood by all. Various "Feeding Standards," that is, the amounts of protein, carbohydrates and fats required for maximum production and the amount of each in various feeds are given along with instructions on the making up of rations from feeds on hand which will conform with these standards.

Many farmers in all parts of Canada were communicated with as to their feeding methods. The replies of a large number are in-

MAKE MONEY Selling World Renowned EMPIRE

Cream Separators and STA-RITE Gasoline Engines



If you want money—real money—you can make it by selling EMPIRE Cream Separators and STA-RITE engines. No others sell so easily, or give such good service.

Canada is speedily becoming a great dairy country.

Other things fail but dairying does not.

Prices of wheat and other products are uncertain, but prices for dairy products are steadily rising. No wonder the tendency in the Dominion is more and more in the direction of dairy farming.

Dairymen must have separators and engines.

No other separator runs so easily or quietly as the EMPIRE. No other needs so little attention or so few repairs. You know that these features appeal strongly to farmers.

We want energetic agents everywhere.

Write us for full particulars. Then get out your pencil and figure what you can easily make by taking the agency. Write us quickly. Agencies are going fast.

NOW IS THE TIME TO CONTRACT FOR 1914

The Empire Cream Separator Co., Limited
TORONTO WINNIPEG

cluded in the bulletin, and the author also gives some rations which he suggests as being suitable for different parts of the Dominion.

In "Some Notes on Feeds," those most commonly used by dairy farmers are taken up as to their palatability, economy and quality.

Stable Hygiene and the treatment of some of the more common troubles to which dairy cattle are subject is dealt with in Part 6. A list of remedies likely to be required is given and also brief notes on some diseases. The results of 20 years' experimental work with dairy cattle at the Central Farm follows. These will be found to illustrate and justify the conclusions drawn in former sections.

The publication is profusely illustrated with diagrams and plates and is provided with a very complete index. It is now being issued to the Experimental Farms mailing list. Those who desire a copy, may obtain it by addressing the Publications Branch, Department of Agriculture, Ottawa.

The Advance of Progress

Customer—"Mr. Cleaver, how do you account for the fact that I found a piece of rubber tire in the sausage that I bought here last week?"

Butcher—"My dear madam, that only goes to show that the motor car is replacing the horse everywhere."

Imports in Saskatchewan

Figures and statistics are not palatable to the average individual, yet they sometimes show wonderful results in the adoption of modern farm implements and machinery. In 1901 during the census of farm implements taken in the province of Saskatchewan the value in that year was \$3,882,029.

The census of 1911 showed that this total had increased in the ten years to the enormous sum of \$57,538,712, an advance in value of \$53,656,683. We are in the third year of another decade, and it is possible that by 1921 the advance in farm machinery value will be still more marked. These figures must assure every dealer that the business is there if it is only gone after, and as the years pass more and more land is being broken, more and more implements required.

Denatured Alcohol Cleanses Cylinders

An extensive series of what appears to have been conclusive tests of the efficacy of denatured alcohol as a decarbonizer and engine cleanser have been concluded by Joseph A. Anglada, chairman of the Metropolitan Society of Automobile Engineers, and the results have been published in pamphlet form. Mr. Anglada's experiments seem to prove that proper treatment with denatured alcohol will remove the carbon

deposit from engine cylinders even in the most aggravated cases. The pamphlet giving the results of his experiments instances cases where the carbon deposit had caked so hard as to resist everything but forcible removal with steel scrapers. Such deposits yielded readily to the alcohol treatment, the cylinders being filled with the fluid and being left to soak for twelve hours. On draining and starting the engine the loosened carbon was discharged from the cylinder with the exhaust gases. Two or three

such treatments completely cleaned cylinders that were in the worst condition. The experimenter concludes that heat is not absolutely necessary for the alcohol to act, but a moderate degree of heat facilitates action. For instance, some of the cylinders were treated after the operation of the engine had produced a temperature of 140 degrees in the cooling water. This is an interesting and valuable discovery and doubtless many independent investigators will make further tests of the remedy suggested.

The cream of the cream separator trade goes to De Laval Agents



DE LAVAL DAIRY SUPPLY CO.
LIMITED

MONTREAL

PETERBORO

WINNIPEG

VANCOUVER

Collecting Correspondence

There are many different ways of approaching a man for an account that he owes you, as well as by standing over him with a club. Many retailers, in writing to customers regarding overdue accounts, greatly lessen the chances of settlement by the manner in which the letter or letters are written. In this connection a good standard series of letters were recently given in a business magazine. These letters are graded so as to increase in force, and are worthy of reproduction, inasmuch as they can, with very little alteration, suit any class of retail business. The first letter was as follows:

You have probably overlooked our account against you of \$21.75 which is now considerably overdue. When you opened this accommodation account, you will recall that our terms were fully explained to you and we will, therefore, appreciate it very much if you will favor us with your prompt remittance in line with these terms.

The second letter, which follows closely on the heels of the first, strikes a more firm note.

We wrote you on the 15th calling your attention to your overdue account of \$21.75 and requested an early remittance. This we have not yet received. We extended this accommodation to you with the distinct understanding that the payment would be taken care of promptly on November 1st. The account is now considerably overdue and we must request that you favor us with your check in full without further delay.

In the third letter is pointed out the advantages of the credit allowed, reiterating on the necessity of settlement of the account.

We have written you twice asking settlement of your past due account of \$21.75 but you have ignored both of our letters. Our terms, as explained to you when you opened this account, required settlement on the first day of November.

Your account is now long past due and we cannot carry it any longer for you. We regret to be compelled for this reason to withdraw the privilege of further credit purchases until it is settled. By prompt remittance you will put us in a position to reinstate your name on our credit list.

The three letters prove to be unavailing, so it is necessary to follow up with a fourth insisting on payment of the account under threat of suit. In this last letter it is very important to definitely fix a date for settlement, and by your attitude to bring the customer sharply around. This last letter can be worded as follows:

Though we have written you three times asking for payment for your account of \$21.75 long past due, and have called on you personally, you have neither paid the account nor given us any good reason for not doing so. We no longer care to delay and unless it is paid by the 12th, we shall immediately place your account in our attorney's hands for suit without further notice.

It may seem to some that such a letter system is not necessary, and that the first letter may be

made sufficiently terrifying for the purpose. This is not so, for a letter worded strongly may only have the initial effect of making the customer determined not to pay a cent he owes you. By gradually increasing the severity in the tone of the letters you treat him with all the courtesy that the case deserves, at the same time giving him plenty time to make settlement should he intend to do so. In addition to this you have copies of your letters as a record of your claim.

The same plan has been most successfully tried by large businesses with excellent results, and also, with changes suitable to the type of business by general stores, grocers, hardware businesses, implement businesses and grain stores. As form letters kept for the purpose of getting in overdue accounts these letters are certainly worth copying for the retail implement business. In all cases, on invoices and on following correspondence, the terms should be definitely and conspicuously worded so that there can be no plea of ignorance on the part of the customer.

Sharples Open New Branches

The Sharples Separator Co., of West Chester, Pa., recently established branch houses in Omaha, Kansas City and Minneapolis, the leading jobbing centers of the Western States. This is due to the fact that the opening of branch houses has become essential owing to the growth of the Western business of the company. J. Ross Kindred, Chicago, has been placed in charge of the Kansas City branch; C. M. Burdette, who comes from the head office of the company at West Chester, will control the branch at Omaha, while Chas. E. Swaine has been appointed manager of the Minneapolis house. The Sharples Separator Co., are the widely known manufacturers of the Sharples Tubular Cream Separator, and the Sharples mechanical milking machine.

The Origin of "Horse Power"

A venerable tome, published on the steam engine, in the year 1827, states that the machinery in the great breweries and distilleries of London at that date was moved by the strength of horses. The proprietors of these joy-juice factories, who were the first to require Watt's engines, always

asked what number of horses a certain size of engine would replace.

In consequence, Mr. Watt made some experiments on the strong horses employed by the brewers in London, and found that a horse of that kind, walking at the rate of $2\frac{1}{2}$ miles per hour, could draw 150 lb. avoirdupois by means of a rope passing over a pulley, so as to raise up that weight, with a vertical motion, at the rate of 220 feet per minute. This exertion of mechanical power is equal to 33,000 lb. (or 528 cu. ft.) of water raised vertically through a space of 1 ft. per minute, and he denominated it a "horsepower," to serve for a measure of the power exerted by his steam engines.

This estimate is much beyond the capacity of the average strong horse. Smeaton and other early engineers estimated that 22,000 lb. per minute was more accurate.

This raises the impulse in our mind that had England been prohibition territory at that early date, engineers might have been at a serious loss to base their calculations, since the ordinary horse would not have had the necessary proximity to stimulants that would help him lift 33,000 lbs.

Tractor Contest in South Africa

The Midland Agricultural Society of Graaf Reinet, Cape Colony, have decided to hold a competitive tractor plowing exhibition during their next Agricultural show which will be held February 25 and 26, 1914. The Graaf Reinet district is a good agricultural section, but very little of the land is properly developed.

This is a further indication of the interest taken in agricultural matters in South Africa, and is worthy of due attention from American manufacturers. The two prizes (\$250 and \$125) are small, but the advantages from the standpoint of trade development should be worthy of consideration.

Separator Co. Change Location

Owing to increased business the Twin City Separator Co., have been obliged to enlarge their Winnipeg plant, which is now located at 179 Bannatyne Ave. East Winnipeg. This well known concern manufacture Bulldog Grain Cleaners and Bulldog Gasoline engines from $1\frac{3}{4}$ to 12 h.p. Their fanning mills, varying in size from 24-in. to 40-in., have a special feature in a double intake and feed which gives excellent

results, and all mills can be fitted with power attachments. The company are also manufacturing a 20 foot bagger for lifting grain into wagon boxes, and are exceptionally busy supplying their trade.

Holt Tractor Wins Prize

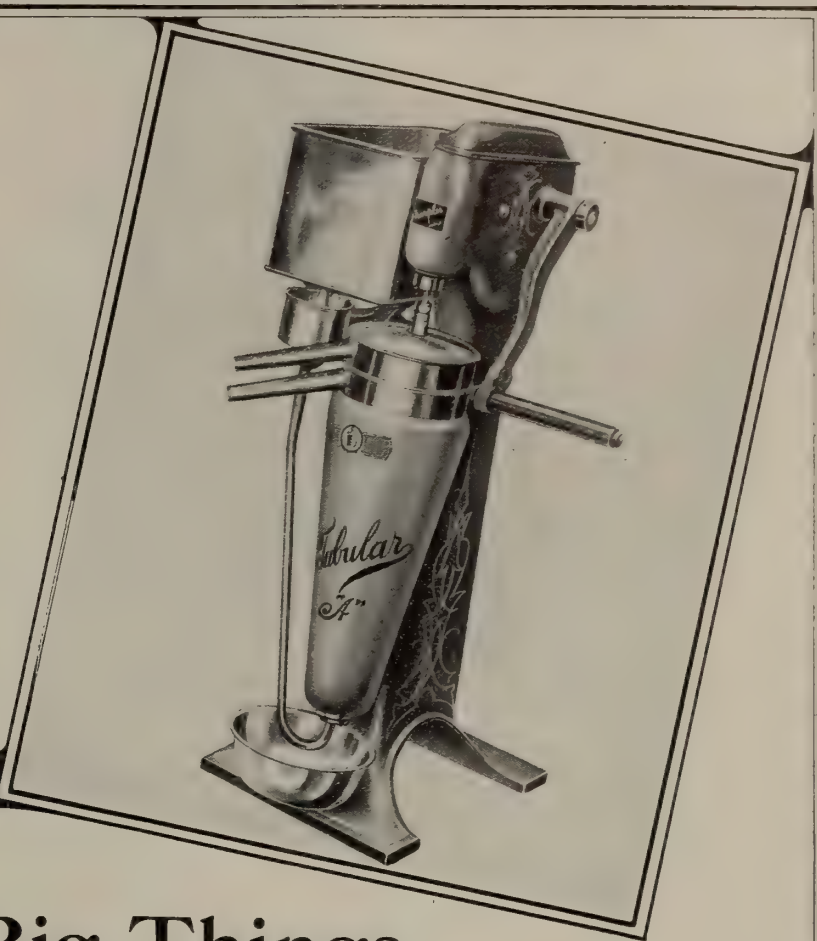
The Holt Manufacturing Co., of Stockton, California, have been successful in winning the first prize in the Argentine Traction Engine contest, held recently. The prize, amounting to \$15,000, was won by a 60 h.p. Caterpillar tractor entered by the Holt Co., being the second year that the product of that concern has won this important prize. This year twelve tractors were entered by American and foreign manufacturers. The first, second, third and fourth places were annexed by American engines, the fifth by a French tractor. The first three prizes are worth \$15,000, \$10,000, and \$5,000 respectively, the contest being held under the direction of the Argentine Government.

History Repeats Itself

A certain farmer once upon a time—and in the present year of our Lord—purchased from a certain mail-order house an accredited 3 horse power gasoline engine. He was a man of considerable patience for he used it for six long and weary months, until at last in desperation he threw it into the outer darkness, paid a cash difference of \$240 plus the freight, and bought a 4 horse power engine from a well established engine concern of ancient lineage. He now sits and listens to the musical rhythm of the 4 horse engine and wonders how he stood the other combination of paint and inferior workmanship for the time that he did.

A Plymouth Publication

We recently received a booklet, Plymouth Twine News, a house organ published by the Plymouth Cordage Co., North Plymouth, Mass. It deals with the free advertising service prepared for Plymouth dealers by that company, and is illustrated by various road signs, window posters, store cards and newspaper electrotypes specially prepared for the use of the retail dealer. All this material is furnished free to dealers who will handle the Plymouth product next year, and such retailers are impressed with the necessity of advertising early and of canvassing for next year's orders.



The Two Big Things in Dairying Today

WERE you at the Big Fairs? Could you get near enough to our exhibit to see the Sharples Separator and the Sharples Milker demonstrated? A great many people couldn't on account of the crowds. Never before has an exhibit caused so much interest and enthusiasm. Many dairymen attended the fairs for the sole purpose of seeing the milker in operation.

It is because the Sharples Milker has the interest and attention of every dairyman and because its running partner, the Sharples Tubular Separator, gives them confidence through past experience.

The Sharples Milker meets the dairyman's demand by relieving him of the extravagance and drudgery of the hand-milking system.

The Sharples Separator is the dealer's business winner, because its wearing quality,

convenience and economy are known to every dairyman.

Are you in position to take advantage of the interest our exhibits have stirred up and represent us in your locality? We have a dealer's proposition for 1914 that is the best in the dairy appliance field. It means big money for the dealer who holds a Sharples contract.

Our representative will talk it over with you if you wish.

Sharples Separator Company
West Chester, Pa.

BRANCH OFFICES: Chicago, Ill.; Dallas, Texas; Portland, Ore.; San Francisco, Cal.; Omaha, Neb.; Kansas City, Mo.; Minneapolis, Minn.; Toronto, Canada; Winnipeg, Canada.

The Trouble Doctor

In a mammoth electric corporation, stationed just inside the main entrance is a man who is called the "trouble doctor." His whole business is to smooth out wrinkles.

He is keen, discerning and diplomatic, and can tell at a glance whether or not the customer is leaving in a dissatisfied frame of mind. His duty is to let no customer depart feeling sore. So far as the company is concerned it is just as unfortunate to let a customer depart thinking he has been misused—even when he may not be—as if the company were in the wrong. Very often the company finds itself at fault, in which case its unvarying policy is to make restitution.

The fact is that the mighty corporation finds that it pays them to see that the customer gets a square deal as well as to get a square deal themselves.

So it is that the trouble doctor diagnoses each case, most of which he can cure with the salve of his own knowledge, and those aggravated cases which he cannot handle are taken to the proper official who considers no reasonable amount of time as wasted if the tangle is straightened out.

What we want to point out is the fact that if a mammoth business capitalized at a huge sum finds it essential to adopt such a policy, it is even more important that the small business adopt such a procedure. It is by no means necessary to have an expert of the type designated, but every man in connection with the store can help. It is, however, the man at the head of the concern who must decide on the policy, and he himself must be the leading "trouble doctor," living up to the policy of the square deal in all that he does and getting the idea imbedded in the brains of his employees. Courtesy coupled with service are essentials in any retail business at the present time, in none more so than in the business of retailing farm implements.

The Problem of Freight

So far this season we have not had the usual yearly yell regarding freight facilities in shipping grain from the Canadian West. Truly there has been very little cause for complaint, and, generally speaking, the railroads have been quite equal to the demands upon them. Car shortages, where such occurred, have not been of



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, NOVEMBER, 1913.

sufficient duration to justify any serious complaint.

It may be safely said that the handling of freight is being greatly improved yearly, although were a first-class congestion to take place it is probable that former conditions might be repeated. So long as chaos is not apparent the railways should manage to handle the grain, and no man who raises his voice in complaint has even the most remote conception of the tremendous problem which yearly confronts the traffic men of our Canadian railroads.

In the late fall, mammoth exertions must be made so as to get the wheat collected from a vast area of country; heavy freight trains must be made up and forwarded to the head of the Great Lakes with the least possible delay. In itself this is an undertaking that calls for a great amount of forethought and organization, but we must also consider that, at the same time, our Canadian railways are grappling with the traffic problem in quite another direction, for there is also a heavy demand for cars in the west-bound traffic. Coal is being shipped westward, along with a heavy supply of different commodities that are essential to our winter trade in the Canadian West. Thus the railways face a car demand on both east-bound and west-bound traffic at the same time, and while they can easily

handle the normal movement of goods, such a rush of freight lays a heavy tax upon the rolling stock of any railroad system.

We are too prone to criticize and condemn our Canadian railroads, and, be it the farmer who vituperates against east-bound, or the retailer who declaims regarding west-bound freights, every man should look upon the question from two sides, and should consider the difficulties that yearly confront the traffic systems of the railway whose tentacles form the veins and arteries of commerce through the vastitude of the Canadian West.

Can You Answer These?

1. Give the gross profit of each line you handle. The net.
2. Give your overhead expenses, and tell how much of each a line carries.
3. Give the annual turnover of each line.
4. Give the gross sales on each line for the past two years. The gross profit. The net.
5. How much of each line is displayed on shelf and counter? How much in warehouse?
6. What form of advertising is most profitable for you? How do you know?
7. What are your slow-turning lines? Why don't they turn over fast?

Knowledge and Personality

We wonder how often two men who intend to enter the retail implement business really consider their personal qualifications, or the qualifications of one another. One man may have a bluff and curt manner, the other be courteous and tactful, but beyond the characteristics of personality much lies in the business qualifications of the partners. Let us assume that Jack Jones and Bill Smith come to the conclusion that they will join forces, and embark in the retail implement trade. Jack has had a good business experience, and is an expert along the lines of buying, store displays and accounting work. Bill, on the other hand, is a man who knows farmers down to the psychological bed rock, and is a qualified salesman and tactful collector. The one man can make a success of the store end of the business, while the other is invaluable for outside work and trips through the territory. Partners who are like Jack and Bill can scarcely fail to get ahead as implement men, but, alas, how seldom do partners exist who have even a remote resemblance to these imaginary gentlemen. In the ocean of business there is a fearful amount of human flotsam and jetsam—men who vaguely drift in and necessarily drift out again. Many men drift into different businesses and callings, and make good, but they had the potential qualifications necessary for success; yet in the land-locked bays of the implement seas we find a great many men who should never be in the trade, and are utterly unsuited for it. Such men may be found in any business; they do not last. A man to succeed as a dealer has to have concise and particular knowledge even as has the engineer, dentist or accountant. It is an historical fact that the farmer is one of the most argumentative individuals existent. Argument can only be confuted by knowledge, and by hard, cold fact. It is no good telling a farmer that he cannot plow unless you are qualified to show him how he is not doing the job correctly. A bank clerk cannot competently tell a farmer how to value proper soil culture and the conservation of moisture. A dealer must read, must keep abreast with the times in regard to the advance of agricultural education. The most elusive thing on earth is personality, and in the oldest and most weatherbeaten farmer you may be confronted by a man who can teach you very rapidly

how little you know. Knowledge is the only asset that works out all the time. As an instance, we might say that an old farmer who had, rightly be it said, a tremendous persistence in pushing a crusade against noxious weeds, looked into this office recently. Talk drifts as does cigar smoke, and it veered to the subject of geology. That old man had a concise and thorough knowledge of stratas, formations, fossils and periods in the formation of the world, that would have staggered many a college professor. And it was not mere words. He had collected fossils, classified ores and drafted reports. He knew! Such a man only proves the old, old story that one can never judge by appearances, and that personality may crop up in the most unlikely places. Many men resemble a black bear rooting on a hillside when a landslide occurs. They do not know what they were up against until they are swept away!

Credit Standing and the Merchant

Many retailers seem to consider that their honesty is questioned if they are requested for credit information at frequent intervals. It is by no means, however, merely a question of honesty, for there are many other factors in the make-up of the merchant on which his credit standing is based.

The late J. Pierpont Morgan, when testifying before the Pujo committee in Washington, remarked that he would trust certain men who had little financial strength, but possessed other qualifications; while he would not take a risk on others, even though they were wealthy.

Chief among the qualifications that are counted as essential are character and ability. By "character" is meant, in a great degree, the power to stand up against stress of circumstances, as well as the more ordinary moral qualities which every business man ought to possess.

A Hint to Engine Manufacturers

There is a matter to which engine manufacturers should give more attention, and that is supplying dealers with correct information for figuring the size pulley required to obtain certain speeds, amount of power necessary to lift water certain distances, size pipe, pump, etc. Few dealers are able to figure this out correctly, due to lack of information.



Josva Morck

We have much pleasure in reproducing an excellent photograph of Josva Morck, who has just been appointed manager at Winnipeg for the Empire Cream Separator Co. Mr. Morck has been connected with the Empire organization for the past twelve years, commencing as a traveller in the Northern Iowa and South Dakota territory. In 1903 he was appointed manager of the branch of the company at Sioux Falls, S.D.; in 1904 being transferred to the position of branch manager at Mason City, Iowa.

In 1907 we find Mr. Morck promoted to the important position of branch manager of the Minneapolis headquarters of his company, from which he handled all the Empire trade in Minnesota, Montana and North and South Dakota. It will, therefore, be seen that Mr. Morck has had an exceptionally wide experience in the separator business, which is, without doubt, the reason why he is now selected to take charge of the Western Canadian trade of the Empire Cream Separator Co. This is all the more evident when we understand that the Empire organization look upon this field as one of the most profitable within the scope of their widespread operations. We welcome Mr. Morck to his new post, and predict for him a continued success in his line of business.

Ambition

We would still be riding in stage coaches if someone hadn't had ambition to travel faster.

We are living in a fast age. Its the get-up and get spirit that wins the business battles of today. Doing business these days is a job for the man who keeps ahead.



L. L. Brockett

On October 1st, Mr. L. L. Brockett assumed the important position of Canadian manager for the Minneapolis Steel & Machinery Co., with Winnipeg as his headquarters. Mr. Brockett has had more than twenty years experience in the farm machinery business, as, after leaving high school in Des Moines, Iowa,—his home city—he entered the employment of the old Aultman Miller Harvester Co., in that centre. In 1902 he enlisted in the forces of the International Harvester Co's., Minneapolis branch, acting as a traveller and blockman, until 1904, when he joined the Racine-Sattley Co., of Racine, Wis. With that concern he acted as a traveller and special salesman, working out of Minneapolis. In 1911 Mr. Brockett accepted a position with the "Big Four" organization, continuing with that company up to the date of the appointment above-mentioned. It was he who introduced the "Big Four" line in Western Canada, and he has earned much distinction in his work in connection with that body, both before and after its incorporation with the Emerson-Brantingham interests.

As Canadian manager for the Minneapolis Steel & Machinery Co., Mr. Brockett is peculiarly adapted in view of his wide machinery experience and knowledge of conditions in the Canadian West; and we feel sure that the future will demonstrate the happy choice of his new company in appointing him to the helm of their business interests in the prairie provinces.

Optimism—a power for uplift, useless for suspenders.

Personal STE

B. Henderson is to discontinue his implement business in the town of Webb.

William Bailey has been appointed local agent for the Massey-Harris Co., at Melville.

H. H. Elliott has taken over the implement business at Fielding, formerly carried on by R. G. Wilson.

George I. York has taken over the implement business at Tisdale formerly carried on by W. A. Simpson.

T. J. Fleming has bought out the implement business at Wolseley which was formerly owned by R. J. Cooke.

A new firm of auto dealers recently started in Castor, does business under the heading of O. S. Welch.

Robert H. Johnston has taken over the implement business at Goodlands formerly owned by John G. Bell.

Thomas Caper has taken over the implement business at Zelma, which was formerly controlled by E. E. McDonald.

The Stewart Sheaf Loader Co., Winnipeg, has increased its stock from \$200,000 to \$500,000 by the issue of new shares.

John E. Welsh now carries on the business at Expanse which was formerly under the direction of Welsh & Forsyth.

A new auto tire repair concern recently incorporated in Winnipeg is known as the Three-in-One Tire Repair and Reliner Co.

M. C. Forbes, Manager of the Dain Manufacturing Co., Welton, Ont., was a recent visitor to the John Deere Plow Co., Winnipeg.

The North Battleford branch of the International Harvester Co., recently moved into their new five-storey warehouse in that center.

The Tudhope-Anderson Company, Winnipeg, are erecting a new warehouse at Prince Albert, the cost of the building to be \$45,000.

The Dawson-McEwen Co., Melfort, has sold its implement houses at Melfort and Pathlow to Clarence H. Gillespie, who has taken the business over.

C. H. Palmer, who formerly carried on an implement and machinery concern at Craik, has sold out his interests at that point to a dealer named P. McAlpine.

We regret to report that W. J. Craig, who carries on a harness and implement store at Qu'Appelle Station, has had a con-

siderable loss through fire in his premises.

Thomas McIntyre, an implement dealer at Oakville, has taken a partner into the business. In the future the firm will trade under the heading of McIntyre & Cochrane.

H. F. Evans, manager of the Davenport Wagon Co., Davenport, Iowa, recently visited the Winnipeg headquarters of the John Deere Plow Co., spending a few days in the city.

F. J. Weed, western manager for the De Laval Dairy Supply Co., at Winnipeg, recently spent a couple of weeks in Chicago and various other cities to the south, on business connected with his company.

Charles A. Lister, managing director of the R. A. Lister Co., Winnipeg, recently spent a few days at the Winnipeg office. Mr. Lister returned to England via Minneapolis, Chicago, St. Louis and Toronto.

C. G. Wuthrich, manager for the John Deere Plow Co., Calgary, and N. O. Berve, manager for the same concern at Saskatoon, were recent business visitors to the Winnipeg headquarters of their company.

Notice is given by the firm of Shand & Street, late implement dealers at Colfax, that their agreement having terminated all debts owing to or contracted by the firm will be payable to and by Arthur W. Shand.

Dr. W. E. Taylor, soil culture expert for Deere & Co., Moline, Ill., has recently returned to that city after an extended Western tour. He spoke at a series of farmers institutes, fairs, etc., in Idaho, Washington and Oregon.

J. B. Bartholemew, president of the Avery Company, Peoria, Ill., is nothing if not versatile. He fills in much of his spare time in inventive work, and has recently procured a patent on an improved form of wagon, assigning the patent to the Avery Company.

Prince Albert, like other thriving Western communities, is attracting business concerns to locate in that center. Ten acres to the east end of the city were recently given to the Royal Farm Machinery Co., Winnipeg, for the purpose of erecting a plant.

The Rumely separator, offered by the M. Rumely Co., to the International Dry Farming Congress, as a sweepstake's prize for the world's best bushel of wheat was awarded by the Congress to Paul Gerlack, Allen, Sask. The prize, freight and duty paid to the

nearest branch house, will have a monetary value of \$1,490.

Stephen Bull, one of the founders of the J. I. Case Threshing Machine Co., is critically ill at his home in Racine, Wis., and is not expected to live. Mr. Bull is 89 years old. For more than twenty years he was president of the Milwaukee Harvester Co., and president of the Case Company.

M. J. Beatty, of Beatty Bros., Fergus, Ont., recently spent a couple of weeks in Winnipeg while en route for the West on his annual trip in the interests of his company. Mr. Beatty will visit Regina, Saskatoon, Edmonton, Calgary, Vancouver and Victoria, and reported business for this year as being the best in the history of his company.

Under the name of the Reliance Buggy Co., the vehicle manufacturing department of the John Deere Plow Co., St. Louis, has been incorporated, the fully paid capital being \$200,000. This organization formerly built the Reindeer & Challenge vehicle lines, and the old factory will be still occupied. P. E. Erbenz has been appointed vice-president and general manager.

A state factory inspector recently paid a high compliment to the implement manufacturers of Rock Island, Moline and East Moline, Ill., who have consistently been providing the most modern safety appliances to guard the lives of their employees. The inspector, A. L. Van Ness, was greatly impressed with the facilities for guarding belts, blowers, etc., in the grinding shop of Deere & Co. This corporation have spent \$150,000 during the last two years in improving safety conditions for their operatives.

W. H. Whitaker, secretary-treasurer of Goad Shapley & Muir, of Brantford, Winnipeg and Calgary, has just returned to the home office of the company after a stay of almost a month in the West, during which he visited Calgary, Edmonton, Medicine Hat, Regina and Winnipeg, as well as many smaller centers. Mr. Whitaker reports business as greatly improved, but he still feels that the only safe course open to the implement manufacturer is to conduct business on a very conservative basis as regards credits.

T. F. Willoughby, who recently was appointed advertising manager for the Flint and Walling Co., Kendallville, Ind., is no stranger to the implement trade. For three years he was in the advertising department of the International Harvester Co., thereafter

being connected with the well known advertising agency, J. J. Gibbons, of Winnipeg and Toronto. With the latter concern Mr. Willoughby gained a wide experience in implement advertising which should prove valuable to him in the important position which he now occupies.

Charles McMurdy, one of the best known publicity men in the implement business, has taken charge of the J. I. Case Plow Works, Racine, Wis., succeeding F. H. Demaree, who will in future confine his energies to agronomy. Essentially a newspaper man for several years Mr. McMurdy edited a paper in the Twin Cities, later becoming advertising manager for the Gas Traction Company, Minneapolis. When that concern was merged with the Emerson-Brantingham interests he took charge of all the publicity work of that concern at Rockford, Ill. His wide experience in implement literature and advertising should make him a valuable adjunct to the J. I. Case Plow Works.

C. S. Brantingham, president, and E. P. Lathrop, vice-president of the Emerson-Brantingham Co., Rockford, Ill., recently returned home after visiting Winnipeg, Saskatoon and Regina. At the latter city, they installed their Canadian manager, E. J. Benedict in his new headquarters. While at Winnipeg Mr. Brantingham completed arrangements with the Tudhope-Anderson Company for the sale of their plows and other tillage implements. The heavy line, including engines and threshing machinery, will now be handled from the Regina headquarters of the Emerson-Brantingham Co. Mr. Brantingham considers Western Canada as one of the most profitable fields for the sale of their extensive lines.

We regret to report the serious illness of William Deering, founder and retired president of the Deering Harvester Co., which is now incorporated with the International Harvester Co. Mr. Deering is in a serious condition, as he is 87 years old and his physical strength much impaired by previous illnesses in recent years. He has played a great role in the development of the harvester industry in America, being born in Maine in 1826, and going into the harvester machinery business at Plano, Ill., in 1879, afterwards forming the Deering organization. After 30 years of hard work he retired in 1901, his home being located in Evanston, Ill. He has gone south to recuperate. Mr. Deering is a pillar of the

Methodist Church, and his large gifts to educational and charitable institutions are widely known.

J. H. Colville, Bloomfield, N.J., general manager of the Empire Cream Separator Co., spent a few days in Winnipeg recently, while installing their new Winnipeg manager, Mr. Morck. While here, Mr. Colville said that although there had been considerable depression in the trade for a few months, the present feeling to the south, as well as in Canada, is most optimistic. Mr. Colville recently attended the National Dairy Show at Chicago, which is a veritable Mecca for all dairy and creamery men from all parts of the continent. While there, in interviewing many jobbers and managers, he found that the sentiment in the trade was decidedly encouraging; in fact the general tone was more optimistic than has been the case for several months. Mr. Colville returned to the head office at Bloomfield, N.J., by way of Chicago.

Death of a Pioneer Implement Man

Henry S. Wesbrook, a former mayor of Winnipeg, and one of the pioneer implement men in this city, died suddenly at Selkirk on the 18th October. The deceased gentleman was 71 years of age last June, and has been in poor health for some little time. Born on his father's farm at Oakland, Brant County, Ontario, he came westwards to the settlement at the confluence of the Assiniboine and Red Rivers, which was ultimately to develop into the city of Winnipeg. This was in the early seventies, and Mr. Wesbrook entered into partnership with Frank A. Fairchild in the implement and vehicle business, the firm of Fairchild & Wesbrook being the first implement jobbing concern of any importance in the West. Later he severed his connection with Mr. Fairchild when the status of the company was changed to F. A. Fairchild Co., Ltd. In the late seventies and during the eighties the deceased was one of the best known merchants in Winnipeg, and he took a keen interest in municipal affairs. In December, 1885, he entered the contest for mayor against G. R. Crowe, and was elected mayor after one of the most strenuous campaigns in the history of the city. He retired from business several years ago and had, until his decease, been living at Selkirk. Heart disease was the cause of death.

Hiring Help

It is often the case that the retail merchant hires a clerk of more than average intelligence. He is bright, snappy and alert, and in applying for the post impresses the merchant most favorably. Yet on commencing he may bungle his first efforts at selling badly, and the attitude of the employer only makes the clerk worse, so that he makes his efforts worse instead of better. It is right at this juncture that the employer can show his ability as an employer—and a man must have ability in this respect, or he can never conduct a business properly. He will either help out the new clerk in a way that will ever after be remembered for its kindness, or he will get angry at every excuse the clerk makes, making an impression that never leaves the employee. If a boss criticises and reproves a clerk in the presence of a customer he is making a wrong move. He raises the spirit of revolt in the clerk, and makes him feel that he never again wants to confront the customer who has heard him reprove. It also does not impress the average customer to hear a master raving at an employee; he concludes that you have not the ability to hire or to hold a competent man.

The success of the dealer in handling his help is largely dependent upon the friendship that exists between he and his employees. A man can have friendship existing in this respect without in the least impairing his position as master and producer of the pay check. A new clerk should be conducted over the business, and its different systems and sides clearly and fully explained to him. This is by no means a waste of time for the employer—it pays ultimately in better service to the customer. The latter are always more amenable to a salesman who knows his job and the interior of the store. Many purchasers have the idea that they get better value and attention if served by the proprietor of the store, that is in stores where the manager himself does some of the selling. It is, therefore, to the benefit of the boss to help the new clerk to be at his ease and conversant with the business as soon as possible, as this bearing impresses the customer and produces results.

It is a wrong idea to hire a man on the spur of the moment. Many men pride themselves that they can instantly size up a man whether he will "make good" or not. This is seldom the case, if

ever, and it is ultimately more satisfactory to discuss the proposition fully, going into every detail of the contract so that if later either is dissatisfied with any of the eventualities that occur they were fully warned at the outset. Trouble between employer and employee is best corrected before ever it happens. It is only to be expected that the new clerk will need assistance at every turn, and it is the duty of the master to so assist him. No man, however capable, can immediately know where the different stock is kept, or what systems you employ. Transpose your positions, and you will find that you have infinitely more sympathy for the new clerk. If he is trying his best, no one can do more. The great test of a manager is not in managing affairs, but in managing men. In this lies the solution to a store of cheerful, willing, competent and trustworthy clerks.

Description in Advertising

There are few who are able at one time to describe all the good points of an implement, and still fewer who can grasp all the points described in a single advertisement. A writer in *Implement Age* covers this point very tersely, advocating the correct principle of follow-up system in advertising implements. One may read an article ten times, and each time secure some fresh information. By the same theory, the description of an implement, fresh phraseology and new wording, for ten consecutive times, gives a far greater opportunity for the ideas to impregnate the minds of the readers of the advertisement. This writer says:

"Folks not only differ in their power to understand the meaning of the same words, but they differ in their power to grasp the general sense of forms of talk. That is, there's lots of farmers who can understand me better than they can you, while there are others in your gab class that I can't touch, but even if you do write all the advertising copy, no man's general style of language is always just the same, and so, if you write ten times about ten different points of one implement, you're likely to express yourself in ten ways that there ain't no two just in the same style. You may hardly know it yourself, even the farmers who read may not be conscious of it, but the difference will be there, and each of these differences will appeal to some different man."

The Power of Co-operation

The clouds gather and it rains. Each individual globule of water amounts to nothing, but hundreds and thousands together followed by a deluge, all go to feed the little streams that creep along seeking the line of least resistance. These streams meet one another and join forces, combine and increase, until we at last find our great inland waterways who in turn maintain the levels of the mighty oceans to the east and west of our continent.

From the trickling raindrops to the vast desolate wastes of the trackless oceans, may seem to you a simple little lesson for school children, yet, Friend Dealer, the babes and sucklings are learning something that you, with all the knowledge accrued through years of business, too often fail to comprehend. Well, let me give you the sun that bathes the front of your store as you read those words. A ray of sunshine on a dull day cheers us up although it may be gone in a few moments, but when it shines forth in all its glory the celestial orb brings prosperity to millions all over the world, and incidentally to you. And a thousand other things, small and infinitesimal in themselves, when united become all powerful and mighty.

Does your mentality still dodge the point that these things show? Here, then is the clear statement. One dealer in a community is a lonely and puny creature. He may sink or swim, and no one save his fellow townsmen will be aware of the fact. But if he is leagued in commercial friendship with his neighbors in his own town and in surrounding towns, he becomes part of a body who united possess means far beyond those possible to a set of individuals working silently and alone. Working together as a provincial organization their individual influence is doubled, trebled, aye quadrupled. A combination, again, of these provincial associations would multiply this influence by untold figures. In numbers lie strength, and only by trade organization can the trade evils with which retailers have to contend be overcome. Only when the retail implement dealers of Western Canada will open their eyes to the force of this argument, which the veriest child can comprehend, will they be in a position to demand their dues and to enforce them.

Around the dealer lies co-operation in every form. Farmers co-operate, tradesmen co-operate, wholesalers co-operate; the sim-

ple straining of a team of horses hauling a binder is a rudimentary lesson on the power of allied effort. There are none so blind as those who will not see, yet a day comes when the wilfully blind in business become the woefully bankrupt. Every man working for his own hand is a principle that has no place in the making of a nation, profession, business or trade. That has been recognized and co-operation is the keynote of modern business, but, alas not to any appreciable extent in the business of retailing farm machinery in the Canadian West.

Dates and Discounts

One of the most deplorable customs in business is that of the man who persistently discounts his bills after ten days. When a retailer buys goods he is well aware that the terms are sixty days, which implies that he enters into a contract to pay for the goods in sixty days. Over and above this the seller enters into a contract with him to allow a discount of 2 per cent provided that he pays for the goods in ten days. Therefore, after ten days have elapsed, if he attempts to deduct the discount he is wantonly violating a contract. He has no more right after the specified date to deduct two per cent than to deduct fifty per cent, since the two per cent is distinctly understood to be a premium offered for the prompt payment of the goods within the time specified. The merchant then who adopts this practice of deducting cash discounts after date is sadly lacking in ordinary business morality. Strange to say many men who would not dream of trying such a procedure with a bank cheerfully practise it in paying for their merchandise. The fault may be common both to jobber and retailer, and any manufacturing concern is justified in returning a remittance from which such deductions have been made. While it is embarrassing for a man to have to return a check and to enter into unpleasant correspondence, it is only strict equity, and the man who deducts a discount after the time is deserving of no other treatment.

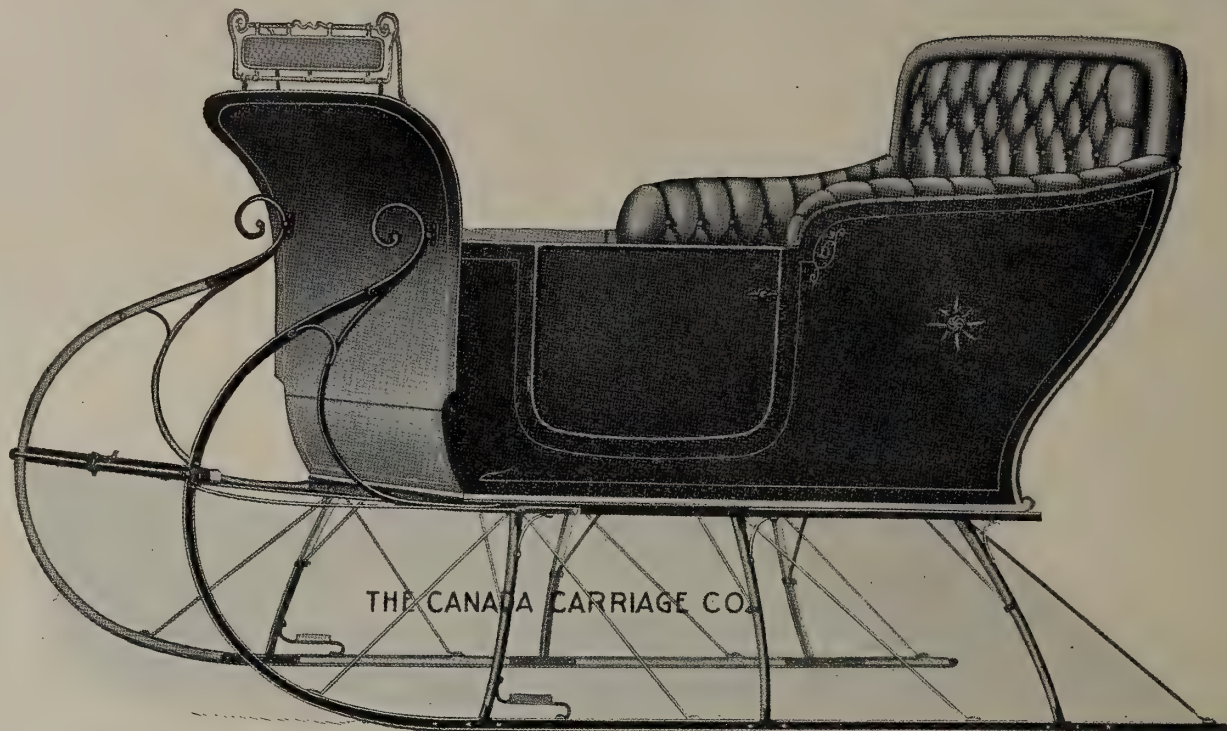
There is little doubt that the vogue of such practice has been extended through manufacturers and jobbers who were hard pressed financially accepting what they got, saying nothing regarding the deduction, yet the practice is pernicious and is antagonistic to all square and above-board business principles. A liberal business policy is a thing quite apart from a constant disregard of a thoroughly understood and established business principle.

STEEL CUTTERS

PRESSED
STEEL
SIDE
PANELS,
BACKS
and
DASHES

STEEL
FORE
DOORS;
SELECT
HICKORY
GEARS

SELL THE
UP-TO-DATE
LINE



SELL THE
UP-TO-DATE
LINE

Brockville Cutters have always been recognized as first in quality, the most stylish and most comfortable. Now built with steel panel bodies they are in a class by themselves.

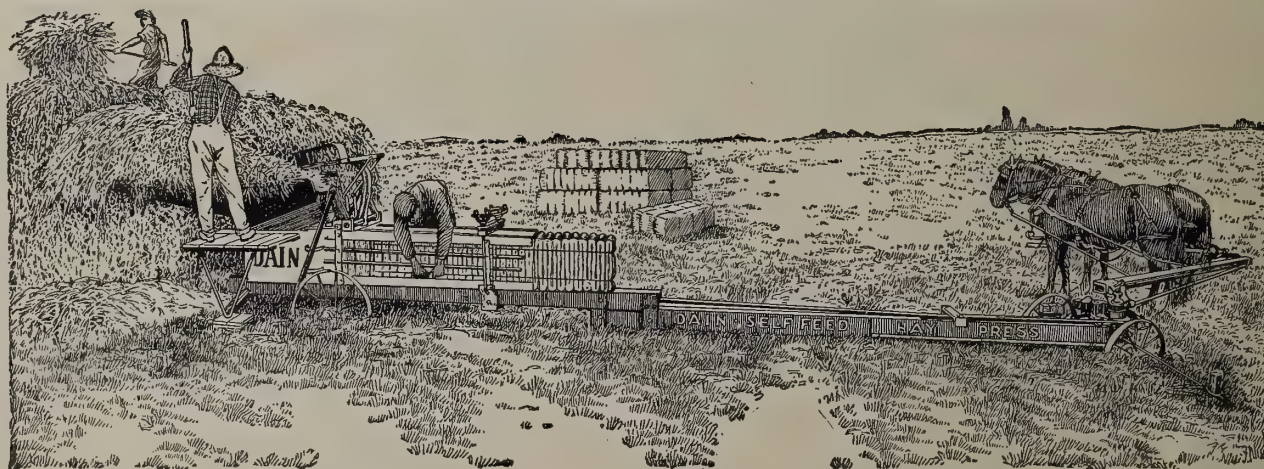
When an improvement of any kind can be effected, it is always brought out first on the Brockville Line.

Selling a line that is recognized as being the most up-to-date, the leading line, is worth something to you. It means less effort in making sales. One Brockville Cutter will sell another.

Brockville Cutters possess every quality that your customers are looking for. The steel body construction is a guarantee of durability and lasting service. The steel panels will not warp, check or splinter. All these troubles experienced with the old wood bodies are done away with.

Your customers are looking for the best there is in the cutter line. The Brockville Steel Body Cutter will appeal to them. It possesses all the qualities that the critical buyer is looking for. WRITE FOR OUR 1914 CATALOGUE.

Makes
a Perfect
Pack
with half
the Pull



Saves
one man
in the
operating
crew

Dain Self Feed Pull Power Hay Press

The Hay Press with Self Feed Attachment

With the Dain Self Feed Hay Press on your sample floor, you have the hay press business of your locality coming your way.

The Self Feeder does away with the labor of feeding by hand and increases the capacity. The feeder carries a larger quantity of hay into the chamber than can be done by hand. It is positive and automatic in action.

You cannot sell your customers a press that will bale the same quantity of hay with as little expense and labor as the Dain Self Feed Pull Power Press. Light in draft yet strong and durable. It is the most profitable press for your customers to buy, therefore, the easiest for you to sell.

SELLING THE BEST LINE WINS THE BEST TRADE

John Deere Plow Co., Limited

Winnipeg

Regina

Saskatoon

Calgary

Lethbridge

Edmonton

Selling the "Fleury Line" Wins The Trade



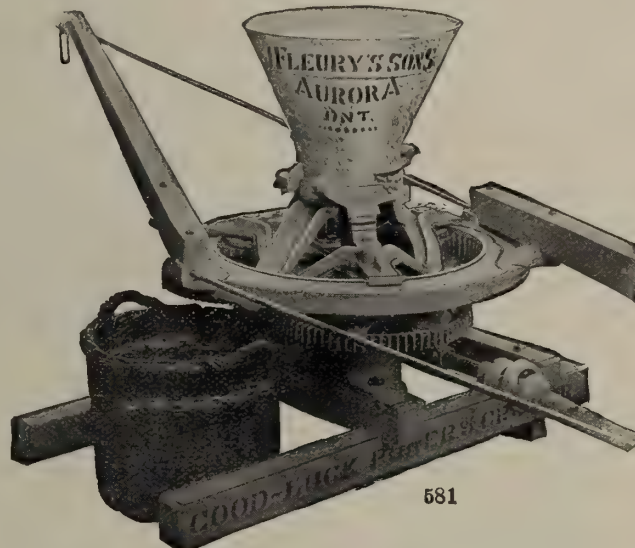
No. 3—Rapid Easy Grinder

The Fleury Rapid Easy Grinders are famous throughout Western Canada. Built in various sizes: 8, 10, 11 or 12 inch plates, with either rod or belt drive. Baggers can be supplied to fit all these mills.

The Good Luck Horse Power with Grinder Attachment is a horse power and grinder combined. Hopper and grinder head can be removed and the horse power used for operating other farm machinery. It is one of the most convenient and serviceable machines built for farm work.

Stock Raisers' Machinery will soon be in demand. The "Fleury Line" is the most profitable for the dealer to handle, as it gives the users the greatest satisfaction and the best returns on their investment.

It stands first in the estimation of Canadian Stock Raisers. The most complete, as well as the best line. Whatever your customers require, you can supply from the Fleury Line.



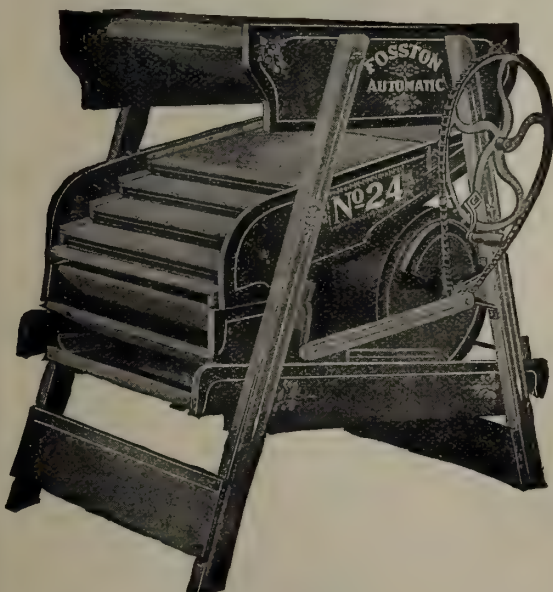
Good Luck Horse Power with Grinder Attachment



No. 6—Roller Crusher

Fleury Roll Crushers will crush an immense amount of grain with very little power. Supplied with either two or three rollers. For very fine work the three roll machine is preferable.

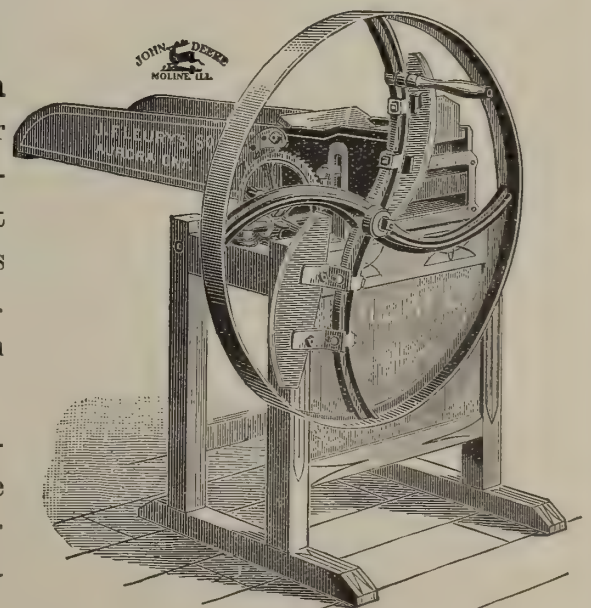
Straw Cutters—A wide range—From the small 8 inch hand lever cutter up to the large Ensilage Cutter with 14 inch feed, cutting and elevating from seven to fifteen tons of corn per hour. Every one of your customers can get the cutter that best suits their requirements. Operated by hand, belt or rod drive.



Fosston Grain Cleaner

The Fosston Automatic Grain Cleaner is a grader and cleaner combined. Don't hesitate to recommend it to your trade. The best satisfaction will be obtained from its use. It is furnished in two sizes. Baggers suitable for either size can be supplied.

Communicate early with the nearest undermentioned branch house regarding your requirements for these lines of seasonable machinery.



No. 3—Straw Cutter

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton

The Beauty of Idling

To talk of idling in connection with modern businesses is rather paradoxical, but of late years the strenuous life has made such evil headway that the highly qualified idler is sadly in need of encouragement in his genial shortcoming.

True idling is a quality that requires genius, and the proper flavor is never attained except at the cost of duty. Unless when a man is idling he feels a persistent tug towards some job left undone he cannot properly enjoy himself. True, there is always the tomorrows in which to do the job—there has been tomorrows ever since Time began, but thought of them is an erroneous thing that will destroy that ecstatic calm and peace which might be termed the divine right of the idler.

There are many men who constantly claim that they have scarcely time to breathe; life for them is a weird combination of hustle, rush and dyspepsia, but such men are often worthy of a little critical analysis.

You will find that he who has never time for anything, wastes a wonderful amount of time doing nothing. Horace Greeley once said that he had been trying to find time to go fishing for thirty years, and while this may have been quite true, there are countless men who say the same thing but who could easily go fishing at least once every week during their lives. There is only one thing that is more freely squandered than money—talk! Were a man confronted at the end of the year by the useless matter that has emanated from his lips during the twelve months he would see where a great deal of his so-called business time goes. We cannot talk business all the time, but we can always conserve business time by eradicating about 75 per cent of the useless talk matter that floats about the atmosphere. Then it is possible that we might find that more idling—or more business—could be jammed into the day.

There is much to be said for a solid spell of idling; it is the best tonic for the soul that a man can have. Even although he makes a part of every day's work an hour in which to idle he may do more good in that hour than he imagines, by getting more out of the balance of the day. An ancient historian named Pliny discovered this fact long before either business or binders were of much account. One can almost

imagine him winking slyly as he wrote with his stylus: "How much better," he said "*otiosum esse quam nihil agere*"—which means—"to do nothing than to do nothings."

Does that not mean to eliminate the lot of idle moments and to dump them into one good solid spell of idleness! Let us disabuse ourselves of the thought that the man is idling who lies back in his chair with his feet upon his desk and his eyes closed for half an hour. Or the man who gazes out across vacancy for the same length of time. To read a few passages from a good book, or to look upon reproductions of good pictures—even although it be during business hours—does not indicate that a man is any more of a time-waster than he who frets, hustles, nags and curses from dawn till dusk. Our spirits, happily unhampered for a little time from care and fret, may reap a harvest that can never be measured in either bushels, business or dollars.

Sisal Hemp in The Bahamas

Sisal hemp now takes second place among the articles exported from the Bahamas, a group of islands off the south-eastern coast of the United States. This hemp promises to become the most important industry among these islands, for during the past year its production and exportation have steadily increased.

Most of the sisal hemp exported is grown on the out islands of the group by small farmers who own their own lands and who extract the fiber from leaves of the plant by rather crude and imperfect methods. Hemp so obtained cannot compare with that which is extracted by machinery, and it is usually quoted in the New York market at about 2 cents per pound less than the machine cleaned. Nearly all the sisal hemp exported from these islands is sent to the New York market, although small shipments are made to Canada via New York. Records show that during 1912 sisal hemp to the amount of \$315,926 was shipped to the United States from the Bahamas, while in the previous year the amount shipped was \$233,557. These figures give the substantial increase of \$82,369. The proximity to eastern markets augers well for the future success of the Bahamas as a sisal hemp producing center.

Don't fall asleep. Get after your 1914 business.

Starting Engines in Cold Weather

Many engine operators experience difficulty in starting their engines on cold mornings. The trouble comes from the slow evaporation of gasoline at low temperature and the weak ignition current supplied by cold batteries. In the cold, "chemical" action in a battery is very sluggish and the current generated small. The above troubles combined with a "stiff" engine because of cold lubricating oil are at times very trying. The slow evaporation of gasoline may be gotten around in a number of ways.

Perhaps the simplest and also the most effective is to allow more time for evaporation by flooding the cylinder and inlet passages with gasoline or heavily priming the cylinder and letting the engine stand some time before attempting to start it. The time can be put in oiling the engine and machinery. If the engine has a priming cup or other means of dosing the cylinder with gasoline it will pay to keep on hand for priming a bottle of light gasoline 86 degrees used in gas machines. This gasoline vaporizes so easily that there will be no difficulty in securing an explosive mixture for starting, says a prominent agricultural engineer.

Other methods that are in use for over-coming this difficulty are filling cylinder jackets with hot water and applying heat or hot irons to the inlet pipe. The first remedy is very satisfactory when there is little danger of actual freezing if engine fails to start quickly.

The weak spark may be entirely remedied by storing the battery in a heated room some hours before use. The battery should not, however, be heated by baking or the like, the heated room being ample.

Give the gasoline time to evaporate, and if necessary, warm the battery and much of the annoyance often experienced in starting gas engines in cold weather will be eliminated.

He Advertised

During dinner hour one of the boys in a public school wrote in large letters on the blackboard: "I can hug a girl tighter than any other fellow in the school." When school assembled the lady teacher said, "The boy who wrote that will please hold up his hand." A youngster promptly hoisted his mit. "You will stay in after

four," said the teacher. Some of the other boys lingered outside after school was dismissed expecting to see a serious face on the culprit when he emerged from the interview, but he came out smiling. His chums asked him, "Did you get a licking?" "You should have seen what I got," said the culprit. "I tell you it pays to advertise."

The Obvious Remedy

She—George, dear, here's a scientist who says the earth is wobbling on its axis. What do you suppose they can do about it?

George, absently—Open the muffler, reverse the lever, shut off the power, lubricate the bearings, and tighten the wheel cap.

A New Gas Turbine

A great deal of study, time and ingenuity have been expended in an attempt to develop an efficient gas turbine, and a machine invented recently seems to have solved most of the problems connected with this difficult subject. In this device air under pressure from the blowers enters the combustion chamber, clearing out the salvage of the previous explosion. With the combustion chamber full of air, gas is blown in through another valve, and, by reason of the pressure behind it, eddies and thoroughly mixes with the air.

The mixture of gas and air is exploded by means of an electric spark. Simultaneously with the explosion a flap valve opens allowing the resulting gases to expand and exert their full force against the rotor which is attached to the driving spindle of the machine. In order to secure sufficient rapidity in the explosions several combustion chambers are arranged in a circle, and operate in succession against the rotor. The gases are compressed by a three-stage blower and are exploded at a pressure slightly greater than that of the atmosphere.

WANTED

A First-class Salesman; one who can make good selling cream separators and gasoline engines. This is a golden opportunity for the right man. Apply

CANADIAN FARM IMPLEMENTS,
812 CONFEDERATION LIFE BLDG.,
WINNIPEG.

SALESMEN WANTED

Wanted, two A-1 Gas Engine Salesmen. Excellent prospects for the right kind of man. Apply

CHAS. A. STICKNEY CO.
Cor. Sutherland and Schultz
WINNIPEG

THE
HART-PARR
LINE

TAKE THE SHORT ROAD TO BIGGER PROFITS

Hart-Parr Oil Tractors and "Self Lift" Plows

are built in sizes for every farm, large or small.

Our "40" and "60" B. H. P. tractors and 6 and 8 furrow "Self Lift" plows meet the needs of the farmer with big acreage. Our "27" B. H. P. tractor and 4 furrow "Self Lift" plow, the light "one man" outfit with the big pull, is an ideal equipment for 160 or more acres. In all territories, East, West, North, South, there is a marked demand for the Hart-Parr line.

We are the pioneer builders of gas and oil tractors. Our line is not only built right, but stays right in the field. Season after season

HART-PARR -OIL TRACTORS-

And "Self Lift" Plows

"The Standardized Line"

have gained in popularity, because they have proven reliable, efficient, durable, and economical. Wherever power farming is pursued, there you will find the Hart-Parr line recognized as the standard of efficiency. All this means that it is comparatively easy and profitable for the dealer to sell the Hart-Parr Line.

Get our Proposition—Then Decide!

If you aren't handling our line now, don't pass snap judgment on this opportunity. Get the facts,—study them—think the matter over carefully—then decide. If you are a Hart-Parr dealer now, you'll want to learn about our new plans for 1914. In either case let us lay complete details of our plan before you. For complete information, fill out and mail us the coupon.

Please mail the coupon **TODAY**.

HART-PARR COMPANY

36 LAWLER STREET, CHARLES CITY, IOWA.

The Short, Sure Road to Bigger Profits, is fewer sales, but bigger sales. With the same ability and effort that you now devote to closing small deals you can sell a Hart-Parr Outfit and net a more substantial profit. To sell

HART-PARR -OIL TRACTORS-

AND "SELF LIFT" PLOWS

"The Standardized Line"

requires just a little push, a little energy and intelligent co-operation on your part. We back you up every inch of the way, with "quality" products and our big selling organization.

WE BLAZE THE TRAIL FOR YOU—a trail that is easy for you to follow. Our continuous, extensive advertising, our diligent follow-up work, and our close co-operation all along the line, mean a minimum of time, effort and expense on your part. We do most of the work. You reap liberal profits.

With one of the best equipped, most modern plants in the world, we are in a position to allow the dealer a "better than usual" profit and still give the farmer a tractor or plow at a fair price. Quality considered, Hart-Parr Oil Tractors and Hart-Parr "Self Lift" Plows, are lower priced than any others. Everything considered, the Hart-Parr line is the most attractive for any dealer to handle.

Plan NOW to increase your 1914 profits. Send the coupon for details of our liberal Dealer's Proposition

COUPON

Date

HART-PARR CO.,
36 Lawler Street,
Charles City, Iowa.

Gentlemen,—

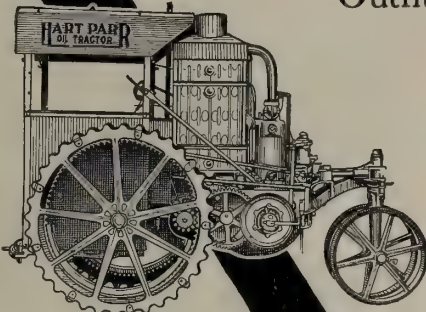
Please mail me your catalog and full details of your liberal attractive 1914 dealer's proposition.

Name

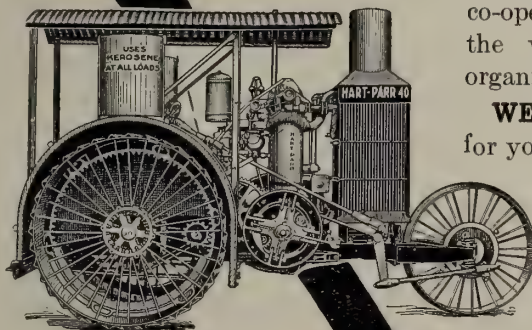
City

County

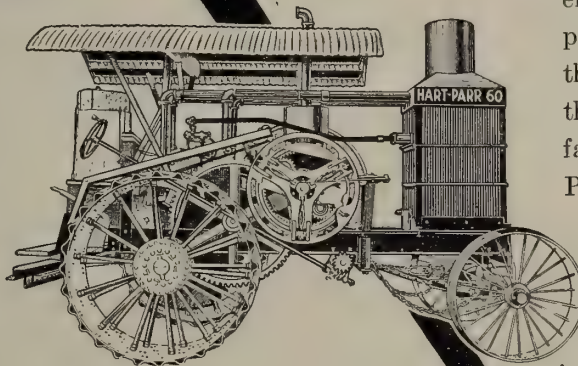
Province



HART-PARR 27



HART-PARR 40



HART-PARR 60

Western Implement News

Calgary

J. A. Brookbank, manager for International Harvester Company, spent the past three weeks at Vancouver and B.C. points.

W. E. Hall, manager for the Cockshutt Plow Co., spent several days of the past month in Northern Alberta—including Edmonton.

J. A. Hall of the Cockshutt Plow Co., has just returned from a four weeks business trip through B.C., having been as far west as Victoria.

J. T. Atkinson, manager, J. I. Case T.M. Co., is another of the Calgary managers who has been spending some time recently visiting outside agencies.

H. C. Haskins, division manager, and J. F. Jones, general sales manager of the International Harvester Company, at Chicago, were visitors in Calgary during the past month.

C. G. Wuthrich, manager of the John Deere Plow Co., Calgary, visited the head office and Winnipeg recently, also visited Moline, Illinois, and the other factories of his company.

E. S. Bolte, general sales traveller, and Wm. Glock, superintendent of the Chatham Wagon Works, are two additional International Harvester Co.'s officials to visit the Calgary branch during the past month.

L. P. Winslow, Western manager for the Ontario Wind Engine and Pump Company at Winnipeg, spent a few days in Calgary recently, and while here completed arrangements for the promotion of C. M. Martyn, who has had charge of the Alberta collections,

and who is now being transferred to Winnipeg where he will take charge of that work.

W. F. Cockshutt of Brantford, Ont., accompanied by Miss Cockshutt, spent a couple of weeks in Calgary visiting his son, Mr. Ashton Cockshutt, of the local branch of that company. It is three years since Mr. Cockshutt last visited Calgary, and he was astonished at the wonderful growth of Calgary and the West generally during the years that have elapsed since his last visit to the Western provinces.

L. B. Cravath, who for the past three years has been manager of the Calgary branch of the M. Rumely Company, has been promoted to the branch at Billings, Mont., and is being succeeded here by J. A. Blair, who has been in the sales department for the same Company in Alberta during the same period, and latterly in charge at Edmonton. The many friends of Mr. Cravath in the business here are sorry to see him go, but wish him every success in his new position.

M. P. Roblin, who for several years has represented the Moline Plow Co. in Alberta, has been promoted to a position under the Portland branch of the company, and left the last of October to assume his duties. For the month previous to leaving he had been visiting the various factories of the company, including Moline, Poughkeepsie, etc., and while East spent a short time in New York. He stayed in Calgary a couple of days on his way West so as to say au revoir to his Alberta friends, all of whom are sorry to see him leave, but wish

him every success in his new position.

J. A. Latimer, formerly manager of the Cockshutt Plow Co., at Calgary, who was recently appointed to take charge of the company's business in Australia and New Zealand, sails from Victoria on October 29th for his new home in Sydney, N.S.W., on the steamer Makura. Mr. Latimer will be accompanied by Mrs. Latimer and his daughter. By a happy coincidence Mr. Latimer met in Calgary A. S. Paterson, general manager for the Massey-Harris Co., for Australasia, and who has been spending a few months in Canada, visiting Calgary with the party of the president. In discussing conditions in general, it was found that Mr. Paterson had also arranged to sail on the same ship for his home in Melbourne, so that they will have the pleasure of each other's company during the voyage across the Pacific.

Sir Lyman M. Jones, President of the Massey-Harris Co., Toronto, was a recent Calgary visitor, on his customary fall inspection tour, having already visited Winnipeg, Regina, Saskatoon, Edmonton and intervening points. A. W. Trickey, manager of the Southern Alberta Branch at Calgary, and H. Baker, manager of the Edmonton branch, joined the party at Edmonton and accompanied the president and his party to Calgary. George Valentine assistant to the general manager at Toronto, and A. S. Paterson, general manager for Australasia, were also with the party. Sir Lyman spent two days in Calgary looking over conditions in general, and inspecting the company's fine new four-storey warehouse, which they expect to occupy about the first of December. The president was well pleased with the building and with crop results, and felt that conditions generally were such as to place the West in a better situation with respect to the future than was the case one year ago. From here he returned East via the C.P.R.

General conditions throughout the province can be considered fairly satisfactory, particularly so from the harvesting and weather standpoint, as the threshing throughout the province is practically finished, even in the north, where it has never been known to be completed before a month later than the date of writing. In addition, with the weather having been so fine a great deal of fall plowing has been done, and there is probably twice as much fall plowing done now as has ever

been done in Alberta before. With the weather and general conditions still fine, that work is still proceeding rapidly. Under the circumstances, prospects for the future can be considered better than ever before, and all that is now wanted is that the price of grain should improve, so that the farmers will realize a little more profit from their year's work. Generally speaking, the crops throughout the province have been much better than the average, and the result is that there is more money moving, although the general experience on collections of the different companies is that the percentage collected is not a great deal higher than last year, owing to the very large amount of paper which had to be carried over from former seasons, thus materially increasing the volume of collections for this year. Farmers are buying very cautiously, and the various implement companies are also exercising more care in the extension of credit, with the result that the volume of trade is still showing a decrease over last year.

Saskatoon

C. J. Brittain, manager of the Canadian Fairbanks-Morse Co., Winnipeg, paid a visit to Saskatoon during October on business connected with his company.

A. T. Sparks, Assistant Manager of the Ford Motor Co., journeyed to Winnipeg last week and returned with a bride. We wish the happy couple every success in their future life in double harness.

M. J. Beatty, of Beatty Bros., Winnipeg and Fergus, Ont., was in Saskatoon during October on his annual trip looking over Northern Saskatchewan conditions. Mr. Beatty explained that on orders sent them for their well known line of fittings, stanchions and hay tools, received during the early winter for delivery in the spring, they would give the customers the carload rate to Saskatoon, whereas orders received after that time would most likely be shipped from Winnipeg.

As an indication of how the automobile trade is extending, the Ford Company, of this city, advise that while last year they had 40 agents in Northern Saskatchewan, they have already received 71 applications for their agency for 1914. It is gratifying to note the increased interest implement dealers are taking in the sale of automobiles and gasoline engines for farm purposes, and the energetic dealer who gives these two lines the attention they deserve will profit thereby.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000.

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 345 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont., Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta., Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

Suggestions for Trade Betterment

The fourteenth annual meeting of the National Federation of Retail Implement and Vehicle Dealers' Associations was held in Chicago, October 14, 15 and 16. Thirty-two delegates, representing 14 constituent associations, with 5,400 active members gave full consideration during the entire convention, to such points as would better the retail implement dealer's business.

Some very reasonable requests from manufacturers were heartily agreed to, and a number of matters affecting wholesaler and dealer were tacitly agreed to by the representatives of the manufacturers.

On October 15, the delegates of the National Federation met in conference with the executive committee of the National Implement and Vehicle Association, this conference being for the purpose of discussing topics for the betterment of trade and closer business relationship between the retail dealers and the manufacturers.

J. A. Craig, as chairman of the manufacturers association, addressed the dealers, saying that a feeling of entire amity prevailed between manufacturer and retailer, but that there were several matters in which dealers could assist manufacturers in making business more pleasant and profitable.

These things, he contended, were not complaints against the dealers, but were trade evils of a common order that could be eliminated by co-operation, and that most of them, if eliminated, would result in a saving on both sides.

The speaker then presented these subjects, which he desired the dealers to consider and abolish.

1. Dealers' openings and special sale days as unnecessarily increasing selling expense.

2. Unjust cancellation of orders.

3. Deducting of cash discounts when bills are not paid according to terms of contract.

4. Delay in making note settlement or refusing to give notes notwithstanding the contract specifies such settlement.

5. Dealers depending on the manufacturer and jobber to make and collect claims against public carriers for loss or damage of shipments, and failing to make such complaints when goods are received, also neglecting to have railroad agent make proper nota-

tion on the freight expense bill. Neglect to give these matters proper attention within four months from the receipt of shipment makes it difficult, if not impossible, to readily collect such claims.

6. Making complaints that goods arrived in damaged condition and deducting a discount where such a report was not made on receipt of goods.

7. Failure of dealers to require a signed order from customer for goods or repairs to be sent for resulting in misunderstanding and controversies and necessitating concessions to secure settlement in which the manufacturer is asked to participate, though blameless in the matter.

8. Returning of goods without order or instructions either to transfer house or factory.

9. The giving of free repairs without regard to conditions of warranty, also unnecessarily having repairs made at local shops and without authority of the manufacturer, yet charging them to his account.

10. The expectation of dealers that the manufacturer should take

care of all expediting and introduction of goods, and even depending upon him to do the canvassing.

11. The increase of requests for donations and gifts to local charities or causes, which has become no insignificant item of expense to the manufacturer and should be wholly eradicated.

12. Failure of dealers to give adequate information and description in ordering repairs, which cause unnecessary delays in shipment as well as innumerable errors.

13. The telegraphing or telephoning charges collect orders for goods needed for immediate shipment.

On the other hand the National Federation of Retail Implement and Vehicle Dealers asked the attention of the members of the National Implement and Vehicle Association regarding the following points:

Advertising: Urging that more attention be given by the manufacturer to local paper advertising, with possibly some allowance to dealers for ads in home papers, instead of spending so much money in general or national advertising. After discussion it was decided that the dealers should use and pay for local ads, and the

manufacturer do the general advertising, but that the latter (the manufacturer) should keep prices out of all such advertisements, and should use very largely, if not exclusively, such farm papers as do not ignore the retail dealer.

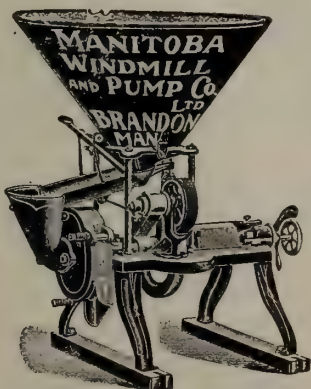
Overloading Territory and Dealers: Requested that factories do not put agencies too thickly and overload any territory with too many dealers selling the same class of goods. Also that dealers be not overloaded with goods; that is, the manufacturer to sell the dealer what he ought to buy rather than that he should be pressed to take a contract for all that the manufacturer wishes to unload on him. It has been found, in many cases, that either of these things work ruin to the dealer involved, injury to all adjacent dealers and loss to the factory in the end.

Repairs: Dealers claimed that there is little or no profit in handling repairs, urging that where a dealer buys and carries his own stock of repairs he should have a larger discount—40 per cent being suggested. Some dealers even said that they would rather that list prices be raised, so that the discount could be increased, others objecting to this on the account of "bogus repair"



Windmills in all sizes for Power or Pumping

"Manitoba" Floor Grinders, made in 8, 10 and 12-inch sizes, have sold by the thousand. Satisfied owners testify to their quality, and each grinder sold attracts more trade to the dealer.



Made in the West for Western Needs

THE *Manitoba* LINE

affords a valuable agency for the dealer that he cannot overlook. Our Engines, Windmills, Grinders, Saw-frames and Pumps have stood the test of service. They are made of the highest grade material, machined and erected by experienced mechanics. Every dealer who desires Bigger Business for 1914 should write at once for our attractive proposition.

MR. DEALER

Do you value high-grade goods? If so our line affords you golden opportunities for increasing your sales. "Manitoba" Windmills, made in all sizes, are known throughout Western Canada for their strength and mechanical efficiency. "Manitoba" Engines, horizontal, vertical, stationary or portable, are sure sellers and will give you profit and prestige with your customers.

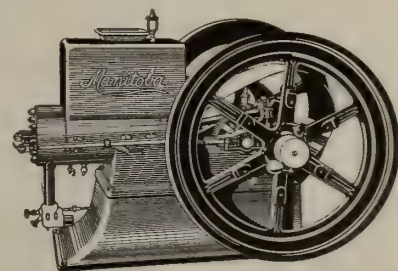
Buy direct from us, saving exorbitant freight and duty charges and jobber's profits.

WRITE AT ONCE FOR AGENCY TERMS

Manitoba Engines

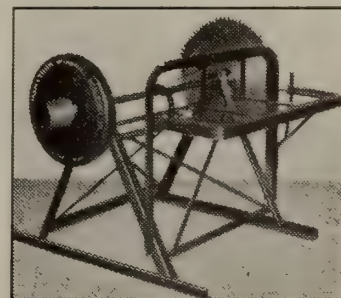
LIMITED

Calgary BRANDON Saskatoon



Gasoline Engines, all styles, 1 1/2 to 40 H.P.

"Manitoba" Steel Frame Saws are rigidly constructed and dependable. Furnished with 24, 26 or 28-inch saws. They weigh only 275 lbs.



business. It was suggested that factories omit from their directions for "setting-up and operating," and from other general printed matter, the list price of repairs. This would give the dealer a chance to at least secure the list price and the freight or express besides. The dealers also suggested that the factories should try to combine to adopt some uniform size of repair books and catalogs, so that dealers could adopt some system of filing repair lists and catalogs without unnecessary expense.

The definition of a regular dealer entered the discussions, and is worthy of repetition. It reads:

"A regular dealer is one who has a regular place of business, open the year around, and who carries a stock of implements and vehicles commensurate with the trade of his vicinity, and who sells his goods at a profit."

The Federation of dealers are thoroughly realizing the expense and burden of so many varieties and sizes of various lines, such as wagons, drills, plows, etc., and desire that a system of standardization should be adopted by the makers.

While a great many of the points outlined are elemental, and are taken for granted by many experienced dealers, thousands of new dealers enter the trade yearly and a constant campaign of education and agitation is an absolute essentiality in the implement and vehicle business. The hearty co-operation of factory, jobber, traveller, dealer and trades and local papers is as necessary today for the betterment of business as it ever was in the annals of the implement industry.

Drink may drive away dull care, but it always comes back a little sharper.

This Year's Binder Twine Business

The early expectations of the twine manufacturers and the trade generally were not realized during the 1913 binder twine season. It has, however, been a fairly profitable season, and would seem more so had it not been for the conditions which prevailed during the 1912 season, which were unique for probably two decades. Consumption fell considerably below 1912, and was probably less than in the average year, but a fair amount of twine was used, and the quantity carried over was not greater than in normal years. No collapse in prices occurred, and during the early part of the manufacturing season fibre values were strong, according to a review of the question by Cordage Trade Journal. Conditions affecting twine consumption this year were exactly a reverse of what they were in 1912. In that year the season opened most inauspiciously, for the acreage of winter wheat sown was less than in the previous year, and the condition on December 1, was poorer than the 10 year average. A large area of that sown had been winter killed, so that the outlook in May, 1912, was dismal. June and July conditions got better, and finally spring wheat developed the largest crop on record and the straw was heavy so that the twine consumption was large. Oats also came away with a record crop so that great efforts were made by the twine factories to meet the demand that developed in a manner which was somewhat unexpected.

Reviewing the 1913 season we find that the condition of winter

wheat on December 1st was much better than in the previous year, also better than the 10-year average. Fibre values were higher on January 1, 1913, than at the same date in 1912 and the result was that even the prisons hesitated to announce prices for the season of 1913. Practically every manufacturer was taking priceless contracts at the beginning of January. On January 14th, 1913, the Minnesota State Prison announced its prices, nearly three months behind their usual date of announcement. The prices announcement by the Plymouth Cordage Co. and the International Harvester Co., were made on March 3 and 4 respectively.

Winter wheat in the U.S. had unusually favorable weather conditions, and the U.S. Department of Agriculture reported a fine condition on April 8, 1913. When the May crop report was issued it was realized how favorable weather the grain had enjoyed during the winter for the area of winter wheat abandoned was only 4.5 per cent compared with 20.1 per cent the previous season. There was left 4,367,000 acres more than was harvested in 1912. From June 1 to July 1, the condition of spring wheat, however, declined from 93.5 to 73.8; oats from 87 to 76.3; barley from 87.1 to 76.6; rye from 90.9 to 88.6; and winter wheat from 83.5 to 81.6. This dashed to the ground the hopes of a large twine consumption, and instead it seemed evident that a large twine stock would have to be carried over. Fortunately the trade was warned in time. Winter wheat, although the yield was the largest on record, had light straw, leading to a low twine consumption.

The second-order trade was small and manufacturers reduced production so that in the end the amount carried over was only reasonable. Light straw developed in the spring wheat and the outcome of the oat crop was against large twine consumption. As a result the season ended tamely, devoid of interest, the market being more neglected than was the case in any year for a considerable time, as buyers needed little more twine and producers did not wish to sell at low prices the stocks that they had.

Are You Going East for Xmas?

Commencing December 1st, and continuing daily until December 31st, the Canadian Pacific Railway are running their Annual Series of Eastern Excursions from Western Canada, to all points east of Port Arthur in Ontario, Quebec and the Maritime Provinces, at very low rates. These tickets will be good to return within three months from date of sale, and an extension of the return limit may be had on payment to the agent in the east of \$5.00 for each 15 days extension desired.

Four through trains a day, Winnipeg to the East, two to Toronto, and two to Montreal; through standard and tourist sleeping cars, superior dining car service, shortest route by many hours. Sleeping cars will be run through without any change from Edmonton, Saskatoon, Calgary, Moose Jaw, Carman, Miniota, Weyburn, Estevan and Lyleton to Toronto. For dates of special cars and full information all prospective travellers should apply to the nearest Canadian Pacific Railway Ticket Agent.



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks that Sell!

We are Specialists in the construction of Steel Storage and Wagon Tanks, whether for Water, Oil or Gasoline. Our

Western Standard Tanks

are the last word in Sheet Steel Tank construction.

Our prices and discounts mean money to the dealer who handles our line.

Come and see us when in Town or write for our proposition to dealers.

RED RIVER METAL COMPANY, WINNIPEG 51-53 AIKINS STREET

Segregating a City's Implement Section

To segregate its wholesale and manufacturing plants, and that to the direct advantage of these concerns, is what has been accomplished by the city of Regina. It is only within the past two or three years that this city has budded out into a manufacturing centre, although for a number of years past it has been considered an important point of distribution.

Back some six or eight years ago, when municipal councils of Western cities dreamed of future expansion, a little movement was started in Regina to segregate all warehouses, thereby preventing the cutting up of the city by spur tracks. As the city owned considerable land, both in the residential section, and also on the north side of the railway, it was not difficult to find the means of carrying out the scheme. Once the merits had been explained the councillors were quite willing to give it a trial. A half section of land was set aside for the purpose, and sites were offered at the exceptionally low price of \$200 per lot to bona fide concerns. The property so reserved for warehouses and factories was situated immediately across the railway tracks from the business section of the city.

The low price placed upon the lots effectually prevented competition on the part of the real estate men. As property increased in value, and the sites became very valuable the charges were increased until at the present time a price of \$1,000 per lot is asked. The lots are all assessed at \$3,000, and are worth considerably more than that price.

However, cheap property, and good location, were not the only two points the city council of Regina had to consider. It was also necessary that the warehouses be served by spur tracks. An arrangement was made with the Canadian Pacific Railway several years ago to serve the entire area from a track constructed along Eighth Avenue. Later an agreement was entered into with the Canadian Northern Railway to serve the property from a track constructed on Seventh Avenue, and still later, when the Grand Trunk Pacific line had been built into the city, the council granted a right of way along Winnipeg Street from the City Limits, thence along Fourth Avenue in order that this railway company could also serve the wholesale section. The result has been that

the choice wholesale and warehouse sites are served by spur tracks from Canada's three trans-continental railways, and at the same time are within a very short distance of the business section of the city.

But a much better result has been obtained for the city at large. It is possible to walk through the general business section, and also the residential districts, without having to cross a single spur track.

In addition to providing a compact warehouse and manufacturing section, the City of Regina has been able to finance the construction of its street railway, by means of the proceeds of the property sales. All monies received for properties in the wholesale section and also in other districts have been diverted to pay the cost of building the street railway, which, by means of the large revenue now being derived, helps materially to reduce the general tax rate of the city. The general tax rate for 1913 is 10 mills, and that together with the rate for public schools, library, and collegiate, makes the rate of taxation for all purposes 14 mills.

With the building up of a warehouse and factory section, came the necessity for more railway lines, facilitating distribution. The railway companies have attended to that, there being at the present time no less than twelve lines of railway radiating from Regina at the present time, namely:

Canadian Pacific Railway

Main line East; Main line West; Arcola-Winnipeg line;

Bulyea line; Colonsay line; Weyburn line.

Grand Trunk Pacific

Regina-Winnipeg line; Regina-Boundary line; Regina-Moose Jaw line.

Canadian Northern Railway

Regina-Prince Albert line; Regina-Winnipeg line; Canadian Northern line West.

With the completion of the Regina-Boundary line of the Grand Trunk Pacific Railway, the Great Northern Railway of the United States will have running rights into Regina, according to an official announcement by the railway officials.

The Geology of Oil

The recent oil boom in Western Canada, at Calgary, brings again to mind the fact that geologists are still very vague regarding the principles governing the origin and mode of occurrence of petroleum and natural gas.

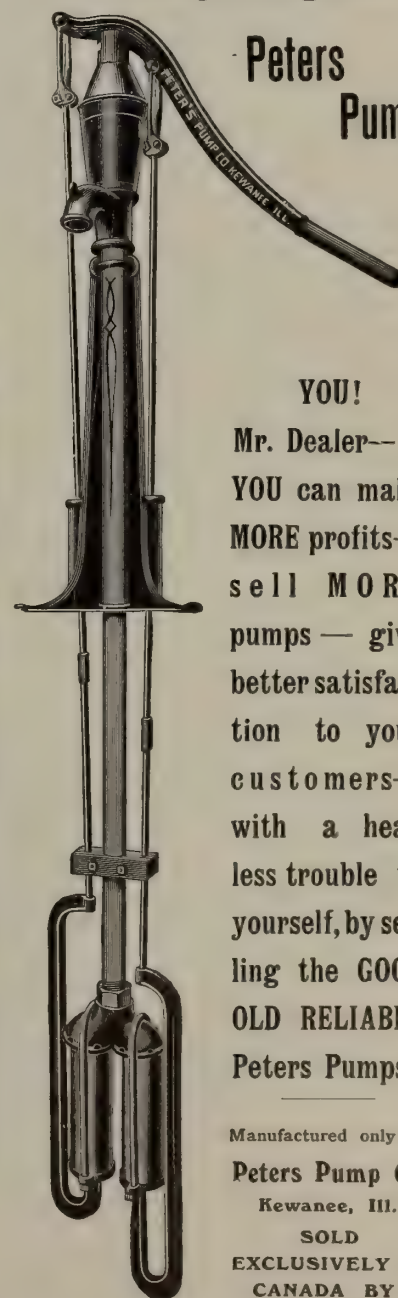
Every oil field examined in detail contributes its data for use in the eventual interpretation of the problems, and every pool is

studied carefully for some key that may aid in the co-ordination of the data, which in many regions seem to be very conflicting. At the present time the U.S. Geological Survey are making special investigations in the oil and gas fields of California and Kentucky which promise to further the solution of some of the problems, and by pointing out the relations of oil and gas occurrence to the geologic structure of the regions examined they have rendered important scientific and economic aid in oil and gas development. Still the basic principles controlling the widely varied modes of occurrence and accounting for the differences in kinds of the oils in widely separated regions are so far utterly unknown to science.

Ambition never grows old. In fact, it seldom reaches the age of maturity.

The Only Original

Peters Pump



YOU!

Mr. Dealer--
YOU can make
MORE profits--
sell MORE
pumps -- give
better satisfaction to your
customers--
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

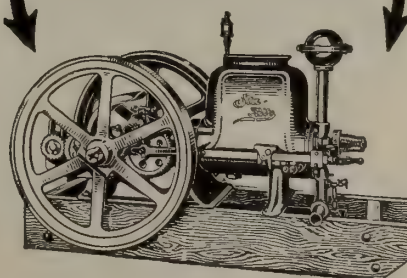
STA-RITE Gasoline Engines Are Worth Looking Into

IT'S an engine that sells itself on the strength of its merits and its record. Its eleven exclusive features give you an array of selling points that is almost irresistible.

Our selling plan helps you build up a good business--helps you get prospects and then helps you turn them into buyers.

Write for details of our proposition.
It's a winner.

Empire Cream Separator Co.
109 King Street Toronto, Ont., Canada
Branches: Winnipeg - Montreal - Sussex



FRAZER AXLE GREASE



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents.

WINNIPEG, MANITOBA.

When the Road Ends

Most men have heard of Robert Louis Stevenson, even although they have not read his undying books; and although it is a far cry from his keen love of life to our more prosaic business of buying, selling or making farm implements and machinery, the life and lessons taught by that dead writer are a valuable memory for all of us.

Worn out and weakened by the ravages of consumption, Stevenson made one last bid for life by buying the schooner "Casco," and heading away from 'Frisco—south and west to the palm studded islands of the Southern Pacific. He settled on Vailima, and the kindly hand of Death gave him peace in that slumbering dot among the archipelago of the Samoan Islands. The natives, who loved the man and named him Tusitala in their tongue, hewed a road through the underbush to the crested peak on the center of the island, and there, overlooking his beloved sea, Stevenson sleeps for ever hushed by the low crooning of the surf far below as it dashes against the coral reefs of Vailima.

All this, we may say, is far from the ordinary business of life and the hurried rush of competitive commerce. True, but the work of such a man, and his example of a life-long courage against an insidious disease, are incentives to every man who wants for any reason to back out of the fight—to give in!

Night time on the peaceful prairies is very much akin to night time on the trackless seas, and one who has stood on the deck of a ship looking up into the eternal star dust of the heavens, may feel the same calling of nature as he stands out on the prairie o' nights. The same awe-some hush is there, and the silence you can almost feel; the far-away light in the window of a shack is but the mast head light of some silent ship as she lies waiting the rise of the night wind.

Stevenson loved the sea, and his mystical Celtic soul found a peace only comprehensible to such as he in deep hidden bays and lonely shores. Now he lies waiting the last Roll-call, his task ended and the music of the breakers his eternal lullaby.

As we write these words his schooner, the "Casco," has also come home to her last port, for

she lies on the placid waters of Vancouver Sound. On the dead master's grave are inscribed the words he wrote—his own epitaph!

... This be the song you grave for me.
Here he lies where he longed to be;
Home is the fisherman, home from the sea
And the hunter home from the hill.

And now the ship of the dead writer has swung into her last port in a Canadian bay, battered, weary of wandering on the waters and glad to rest at long last.

The success, or otherwise, of a man's life is best adjudged by the record he leaves upon the tablets of history and when his ship comes home for good it will be well if the log book leaves a record like that of the dead writer who penned many of his works on the heaving deck of the "Casco."

Stevenson worked hard, assiduously, with almost unbelievable painstaking for the sake of perfection, and day by day he was fighting against the stealthy inroads of fatal disease. As we think of our aches and pains—oftentimes trivial—let us remember the courage of such men, and setting our teeth grimly push on with the work in hand. We may ask what benefit is there in going on; there is always the fact that we did not quit the fight while we had a kick left, our example for those who we called our friends.

A man may face his business every day as Stevenson faced his work, and he called his place of business "the mute inglorious battlefield of bed." Opinions may differ as to whether it is harder to write a happy philosophy or to sell the stock in a store, but in either case the success of the job hinges on the courage of the man who fights against — and overcomes — the grim edge of circumstance.

You may have two whole lungs, no fevered brain and incessant, exhausting cough, but you may be lying down to the insidious inroads, not of disease but of little business difficulties. If so, just think of Stevenson, so that when your ship finally drifts through the twilight and you slip your anchor in the bay beyond life's business, men may say of you as they say of the dead writer: "He fought well against great odds; he won out, and the work he did is good work that will live as he sleeps on." We

cannot all be Stevensons, but all of us can, at least, try to quit us like men, be strong and of good courage.

Grain Elevator Collapses

A singular accident occurred at Transcona, Manitoba, on Saturday, 18th October, when the mammoth grain elevator of the Canadian Pacific Railway, sunk at the foundations, canted and finally settled to one side at an angle of 35 degrees. This elevator, which is the largest in Canada west of the Great Lakes, contains in its sections about one million bushels of grain.

When the edifice collapsed the cupola, in which was located the heavy elevating machinery, sheared off and fell in a mass of shattered material. While no lives were lost in the accident it affords a ticklish problem as to how the wheat will be extracted from the leaning sections. The railway company are not willing to risk any cars in the vicinity as it is thought that the earth vibration may cause a further collapse. From the practical point of view a man would scarcely care to work in the vicinity of the elevator, as it lies at an angle that outstrips that of the famous leaning tower of Pisa, in Italy.

The engineering fraternity have obviously to offer some excuse for the accident, their report being that the elevator had been constructed with one side of the foundation on a soft strata of soil. It seems strange, however, that this should not have been noticed when the original excavations were made for the structure.

Good Year for Plymouth Cordage Company

Plymouth Cordage Co. sales during the past fiscal year reached a new high record of \$11,700,000, against \$8,900,000 for the previous fiscal year, the past year's business being the largest in the company's history. At the company's recent annual meeting Treasurer Francis C. Holmes and A. P. Loring, Jr., son of President Augustus P. Loring, were added to the directorate. George G. Crocker, son of the late George G. Crocker, who was the senior director, has succeeded his father on the board.

Rumely Reports

W. I. Shaw, formerly sales manager for the Walter A. Wood Mowing Machine Co., is arranging for the opening of a branch of

the Rumely Products Co., at Atlanta, Ga. He will handle both Carolinas, Georgia and Florida.

W. L. Trueblood, in charge of the Rumely branch at Des Moines, Ia., has resigned, C. C. Gross, who has been in charge of the Cedar Rapids branch, handling the whole business for the state from Des Moines in the future.

Other changes announced are the consolidation of the Grand Forks and Minot branches, with headquarters at Grand Forks; of the Sioux Falls and Minneapolis branches, with headquarters at Minneapolis; and of the Brandon and Winnipeg branches under the latter office. In each case the territory is covered by the same number of salesmen as before, but with some reduction in clerical help at the branch office.

The first of the Rumely power-lift plows are being shipped now to branch houses, after about two years of experimental work in the factory and surrounding country. Grand Detour bottoms are used in connection with the lifting device designed largely by W. H. C. Higgins, of Oil Pull carburetor fame. The plow will be marketed in a limited way this fall and probably on a much more extensive scale next year.

Leo M. Rumely, who recently returned from a trip abroad in the interests of the M. Rumely Company, La Porte, Ind., is much impressed with the possibilities for American implement manufacturers in Argentina and Russia. While in Buenos Aires, Mr. Rumely established the new branch house of the Rumely Products Company, which is to take over the house formerly operated by Gaar, Scott & Co. C. W. Sullivan, formerly with the Rumely house at Fargo, N.D., was installed as manager.

Purely a Burial

Dubbleigh's car lay flat on its side and deep in the mud in a freshly-plowed field, having skidded off the road, through the low stone wall, to get there.

"Ah!" cried a passer-by from the roadside. "Had an accident?"

Dubbleigh tried to hold his tongue, but the strain was too much for him.

"No, of course not," he replied coldly. "I have just bought a new car, and have brought my old one out here to bury it. Got a pickaxe and a shovel in your pocket you could lend me? I can't seem to dig very deep with my motor horn."

Make Money in 1914

The fact of your doing so, Mr. Dealer, depends firstly on yourself; secondly on the quality of the goods that you handle.

HITCH YOUR WAGON TO A WINNER!

By securing a contract for the sale of our lines, you will be insuring profit during 1914, and will also further your reputation by the satisfaction your customers will find in the goods you sell them.

Consider Our Lines

We handle the undermentioned goods. Get in touch with us immediately—it will mean bigger business for you.

Geiser Steam and Gasoline Traction Engines
Geiser Sieveless Separators and all attachments.
Road Rollers
Asphalt Rollers
Engine Gang Plows
Well Drilling Machinery
Air Cooled, Hopper Cooled and Tank Cooled Gasoline Engines.
Stationary and Portable Saw Mills

Vertical and Horizontal Boilers
Binder Engines
Marine Engines and Outfits
Electric Light Machinery
Waterworks Machinery
Wind Mills
Pumps
Power and Electric Washing Machines
Cream Separators
Steel Farm Trucks
Dump and Spreader Wagons

Grain Cleaners and Graders
Grain Grinders
Grain Elevators
Power Hammers
Lathes and Blacksmith Machinery
Cement Mixing Machinery
Power Hoists
Milking Machines
Manure Spreaders
Wet and Dry Batteries and Electrical Supplies

Write for full Particulars and Agency Proposition

BURRIDGE-COOPER CO.
WINNIPEG



Deal in Deering Drills

ARE you familiar with the manner in which the Deering Drill puts the seed in the ground—at the bottom of the furrow? It is well worth the close study of the agent, since putting the seed at the bottom of the furrow means so much to the farmer.

Seeding construction is the simplest known. Working up hill or down, with full or nearly empty hopper, with any kind of seed, the seed is deposited evenly, without bunching, in exact quantity desired, and without breaking kernels. A simple sliding of fluted wheels regulates the quantity. There are no unnecessary gears.

This is one of the many perfections in Deering Drills. It will interest and profit you to study them all. Adjustments, bearings, disks and shoes, oiling system, lightness of draught, the strong frame and capacious grain box, all are built for the easiest making of the best seed bed. The nearest branch house will give you information about the 1914 agency.

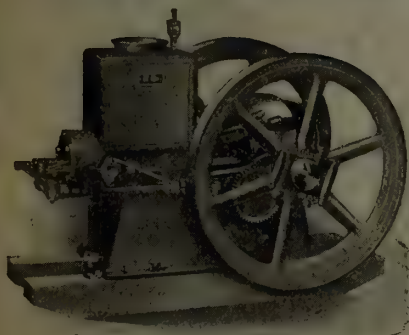
International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

Brampton, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.
North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.



The Bulldogs Hold Trade!



The Bull Dog Gas Engine

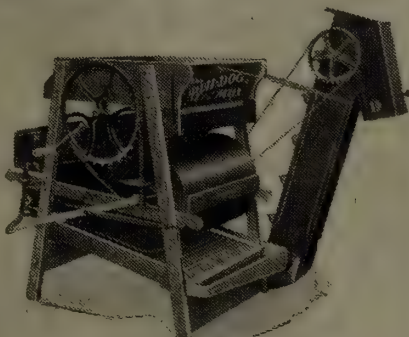
The Bull Dog Gasoline Engines

made in sizes from $1\frac{3}{4}$ to 12 h.p., are a line that will bring the implement dealer profit and prestige. Of solid construction and absolute dependability, they are engines that are adaptable to general work on the farm. Their sale will mean money to you, Mr Dealer

Here are the goods that YOU should investigate, if you desire to increase your sales

BULL DOG GRAIN CLEANERS
made in three sizes,—24-in.; 32-in., and 40-in.

The Bull Dog zinc sieves are supported by sheet steel so strong that they will not sag in service. All fanning mills have heretofore done their best work when they were new. We assure you that the Bull Dog Mill will do just as good work ten years from now as it does today. This is because our sieves cannot sag. All mills are equipped with non-rustable sieves in the lower shoe, with cleaner bars underneath; equipped with pressed steel chain, and lined hoppers.



The Bull Dog Grain Cleaner

LET US QUOTE YOU PRICES

Twin City Separator Co. Ltd.
179 Bannatyne Avenue, E. Winnipeg

FEED CUTTERS AND GRINDERS ARE SEASONABLE

You miss a source of PROFIT if you don't sell

Watson's Feed Cutters

For Hand, Horse, Gas or Steam Power

Will cut hay, straw and corn perfectly, and are supplied in seven styles and sizes, with capacity for cutting feed for from two head to the largest stock ranch in the West. Our power blowers, will blow to any part of the barn and, if desired, directly in front of stock. They are immense labor-saving machines.

No. 15 Ideal Feed Mill Grinder

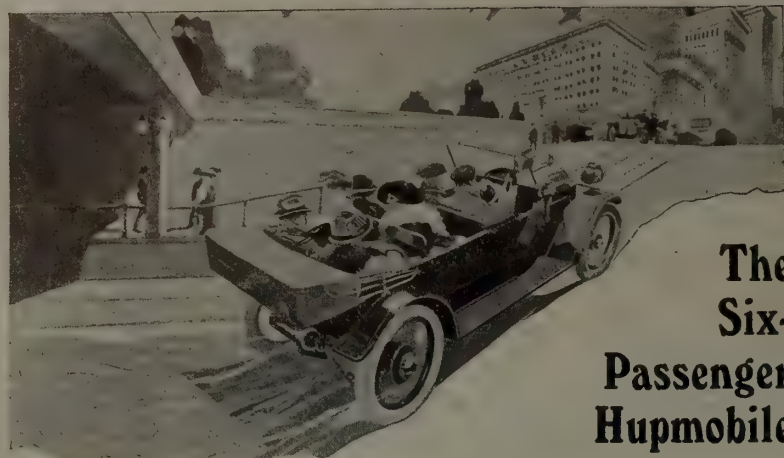


This Mill has sweep power attachment & gives great results on small outlay. Simple, strong, rapid, ideal for farmer stockman and dairyman. It is a great time and money saver

Ask for our Catalogue

"NO ONE CAN
GIVE YOU A
BETTER DEAL."

John Watson Mfg. Co.
LIMITED
WINNIPEG



The
Six-
Passenger
Hupmobile

The Car OF THE Canadian Family

We've often said that we believe the Hupmobile is the best car of its class in the world. And Hupmobile service means day-after-day work on country roads; and just as much work daily as the farmer may demand.

Send a card so that we can give you the complete details of the 1914 Hupmobile. We'll be glad, too, to arrange for a demonstration with the nearest dealer if you say so.

"32" Touring Car or Roadster—\$1230 f.o.b. Windsor, Ont.

Four-cylinder, long-stroke motor, 34x5 1/2 inches; unit power plant. Selective type transmission, sliding gears. Center control. Full floating rear axle. 106-inch wheel base. Tires, 32x3 1/2, Q.D. Rear shock absorber. Magneto rain shield.

Equipment—Rain vision, ventilating windshield mohair top with envelope; Hupmobile Jiffy curtains; speedometer; cocoa mat in tonneau; Prest-O-Lite; oil lamps; tools. Trimmings—Black and nickel.

"32" Touring Car or Two-passenger Roadster with Westinghouse two-unit electric generator and starter; electric lights; over-size tires, 33x4 inches; demountable rims, extra rim and tire carrier at rear—\$1,380 f.o.b. Windsor, Ont.

Joseph Maw & Company, Ltd.
118 King Street WINNIPEG
Distributors for Western Canada

THE CENTRAL CANADA INSURANCE COMPANY

INSURANCE AGENCIES LIMITED

General Agents Jos. Cornell

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The Implement Dealer who urges upon his customers the benefits of insuring their crops, live stock, and farm equipment, is taking the best possible steps to protect not only their interests but his own.

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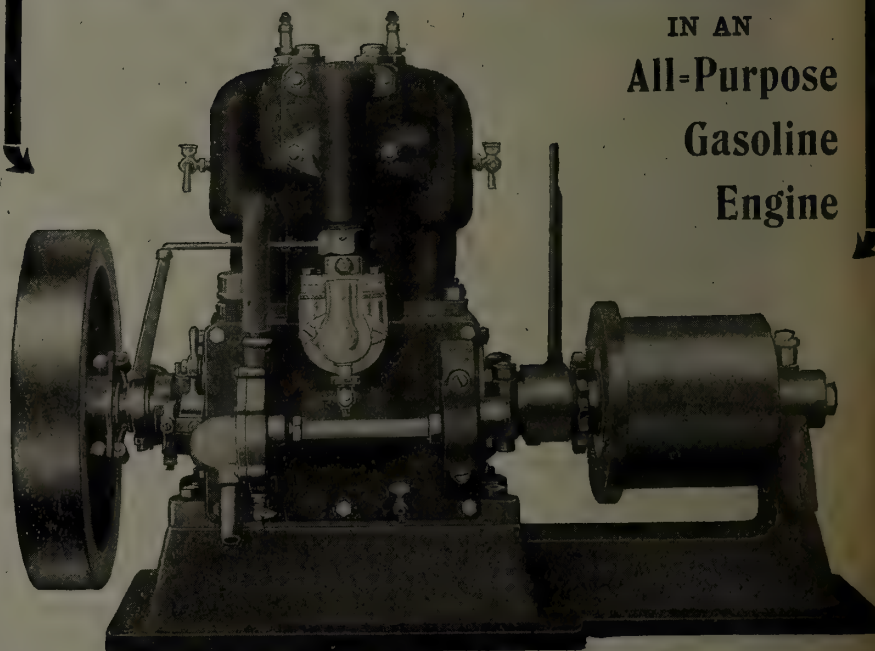
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IN AN
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6-8 H.P. 4 Cycle 2 Cylinder

Weight only 325 lbs. Speed 600 to 900 R.P.M.
Cylinder 4 x 4 inches. Power 4 to 8 H.P. Fly Wheel 14 x 4 in.

The remarkably light weight of this engine is obtainable only in this advanced type of construction. With its light weight it is the most compact and convenient engine to handle on the market. Its size adapts it perfectly to every kind of work on the farm. Length of base, 29 1/2 inches; width, 8 inches and 12 inches; height of base, 4 1/2 inches, to crank shaft, 8 1/2 inches; total height, 24 inches; shaft, 1 1/2 inches.

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210 Chambers of Commerce, Winnipeg

CANADIAN FARM IMPLEMENTS

VOL. IX., No. 12.

WINNIPEG, CANADA, DECEMBER, 1913.

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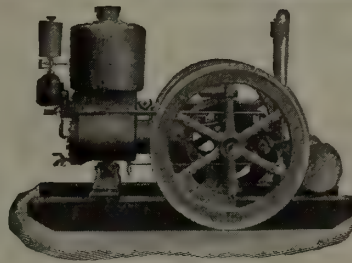
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This Bank, having over 290 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

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WATSON'S LIGHT DELIVERY SLEIGH

This Sleigh is supplied with either shafts or pole, has strong, well-braced bobs and steel shoes 1½ inches wide. Weight—Bobs only, 280 lbs.; with platform and rack 540 lbs. Tastefully painted it is the sleigh you can sell, and the price is right. An ideal Bob for mounting school vans.

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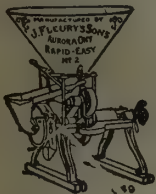
Made in all sizes, steel or cast shoeing, and with our trussed bench—an exclusive feature—they defy comparison

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551, Attrition Mills for Elevators, Custom Mills, etc. Finest work and greatest capacity. We have just what you need in these "Rapid-Easy" Grinders—which do more work with same power than others. Information, circulars, etc. upon request.

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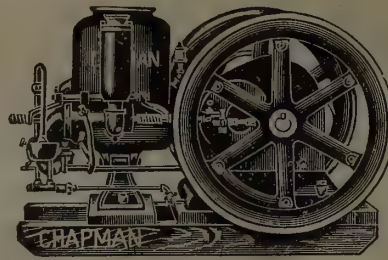
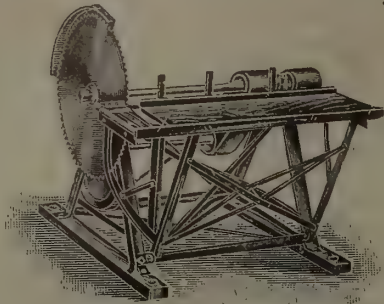
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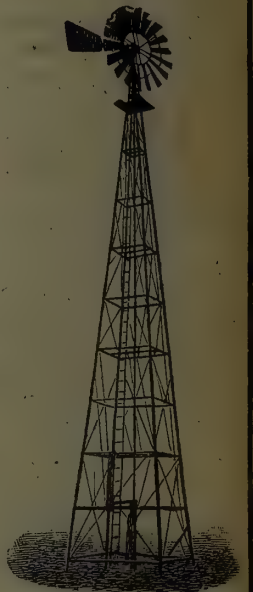
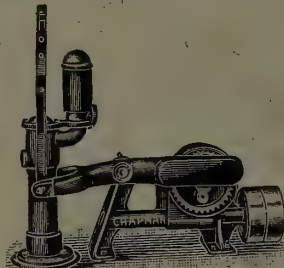
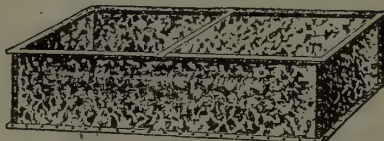
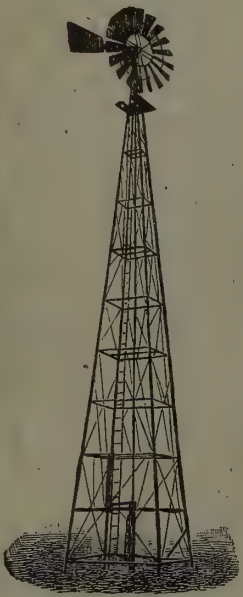


THE RAINBOW IN THE SKY

YOUR OPPORTUNITY to handle the CHAPMAN GASOLINE ENGINE, TORONTO WINDMILLS, CHAPMAN WELL DRILLS, TORONTO GRINDERS, PUMPS, SAW FRAMES and SAWS, WATER SYSTEM OUTFITS, which will chase away the clouds of trouble, making every day shine bright with assured sales, satisfied customers, good profits.

Give us the opportunity of making more money for you with less worry than you thought was possible. We are doing it for others, why not you? WRITE US TO-DAY and have our representative call and see you.

The Ontario Wind Engine and Pump Company Limited
TORONTO MONTREAL WINNIPEG CALGARY



Make Money in 1914

The fact of your doing so, Mr. Dealer, depends firstly on yourself; secondly on the quality of the goods that you handle.

HITCH YOUR WAGON TO A WINNER!

By securing a contract for the sale of our lines, you will be insuring profit during 1914, and will also further your reputation by the satisfaction your customers will find in the goods you sell them.

Consider Our Lines

We handle the undermentioned goods. Get in touch with us immediately—it will mean bigger business for you.

Geiser Steam and Gasoline Traction Engines
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Road Rollers
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Well Drilling Machinery
Air Cooled, Hopper Cooled and Tank Cooled Gasoline Engines.
Stationary and Portable Saw Mills

Vertical and Horizontal Boilers
Binder Engines
Marine Engines and Outfits
Electric Light Machinery
Waterworks Machinery
Wind Mills
Pumps
Power and Electric Washing Machines
Cream Separators
Steel Farm Trucks
Dump and Spreader Wagons

Grain Cleaners and Graders
Grain Grinders
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Power Hoists
Milking Machines
Manure Spreaders
Wet and Dry Batteries and Electrical Supplies

Write for full Particulars and Agency Proposition

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We Most Cordially Extend
The Season's Greetings
to the
Implement Dealers of Canada



The Premier Line has made many new friends in 1913. Our machinery has proven its worth in every field, and won new laurels in the greatest contest of the year.

The generous approval of our products by Canadian Farmers and Threshermen, as expressed by their growing patronage and endorsements, gives us confidence for the future and prompts us to express our sincere appreciation to one and all at this glad season.



The illustration here presented is a reproduction of the front cover of our 1914 catalogue. This is in four colors. The book is the most complete and the most beautiful we have ever published. We wish we might hand a copy to each of our many thousands of friends on Christmas morning.

This new book not only tells all about Sawyer-Massey Tractors and Threshers, but gives full particulars regarding our excellent line of road building machinery, including the new Sawyer-Massey Steam Road Roller, our latest achievement.



If you desire this very interesting publication, write for your copy today. Also tell us if you would like the latest number of the Sawyer-Massey Chronicle, our bright little magazine brimful of good cheer and timely articles of value to the farmer and his family.

Sawyer-Massey Company, Limited

Builders of Steam and Gas Tractors, Threshers, and Road Making Machinery

Head Offices and Factories - - - HAMILTON, CANADA.

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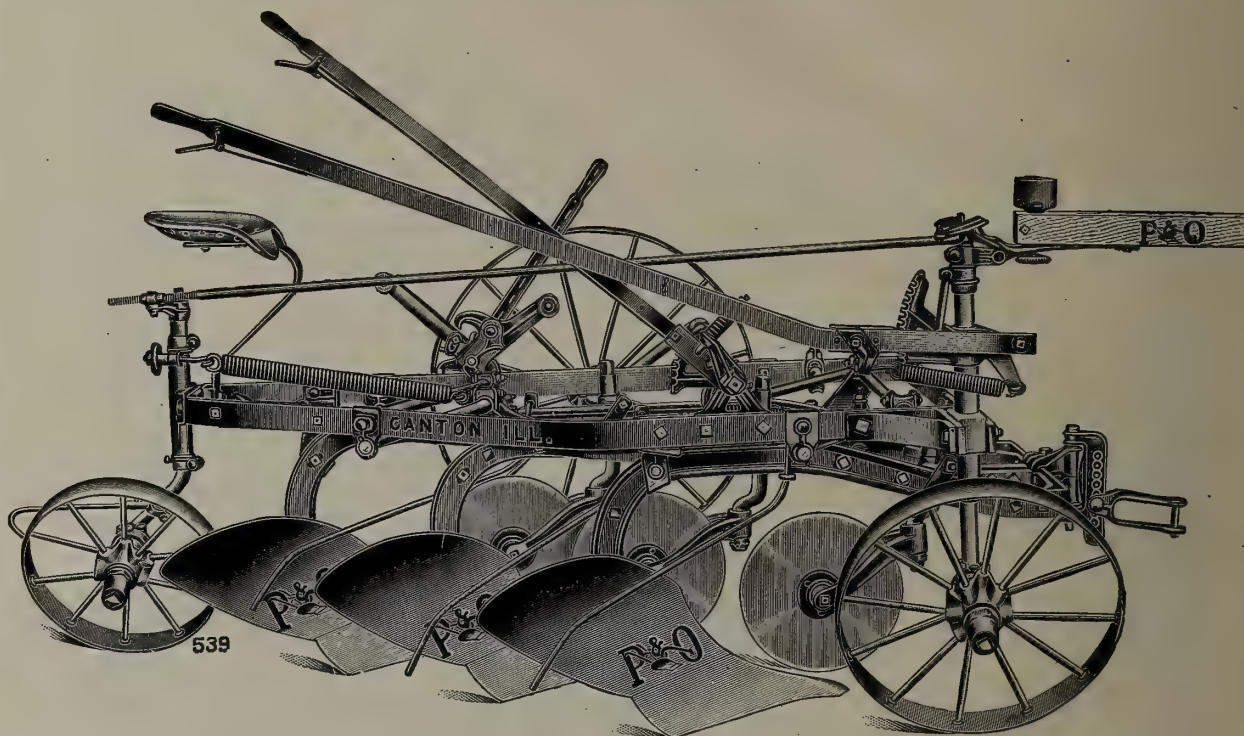
WINNIPEG, Manitoba REGINA, Saskatchewan CALGARY, Alberta BUENOS AIRES, Argentina





Diamond Three-Furrow Gang For Seven Horses

IT
IS
BACKED
BY
AN
UNQUALIFIED
GUARANTEE



The man who has too much plowing for the ordinary sulky and gang plows, but not enough to warrant the purchase of an engine outfit, should get the facts about this plow.

The Diamond Plows have been among the leaders of riding plows so long that no introduction is necessary. The Three-furrow has every desirable feature of a riding plow. The frame is extremely strong and rigidly braced. The lift is high, the action of the foot levers is quick and effective, and requires almost no effort on the part of the operator. A hand lift device is also furnished, which aids in getting the bottoms into the ground quickly when the soil is unusually hard; it is made so that it can be disengaged from the ratchet when using the foot trips only.

One point to which we call your attention is the fact that the two main levers are both on the right hand side of the driver.

The controlling rod is the most perfect device ever put on a plow for controlling the action of the rear wheel. If you don't believe this statement, back one of our Diamond plows and one of any other make, and observe the action of the rear wheel.

We furnish an evener, which can be used for six or seven horses.

We would be glad to answer any inquiries about the Diamond three-furrow, or any other implement which we make.

MADE BY

PARLIN & ORENDORFF CO.

Canton, Illinois, U. S. A.

International Harvester Company of Canada, Ltd. Sales Agents
for Canada



Here Are The Advantages of Cockshutt Drills

The drill cannot sag. A heavy steel I beam extends from wheel to wheel, absolutely preventing any sagging. As a result the drills always cut an even depth, the seed is planted uniformly, and an even stand of grain is secured. The I beam supports the seed box, and there is no binding on any of the working parts which would interfere with the regular operation of the feed cups. You can depend on this drill for sowing regularly and accurately at all times.

The gradual widening of the spaces between the discs to the rear prevents clogging. This means that stones and trash cannot stop there and stop the revolutions of the discs. Instead of choking they move the trash into wider space where it drops off. This feature also allows the discs to turn and cut even in wet soil. Carefully fitted scrapers on both sides always keep the discs clean.

The furrows opened by the discs of the Cockshutt have wide bottoms, permitting the seed to scatter out so that large roots may grow and draw plant food from a large amount of soil.

The discs are set staggered. This insures their passing

over loose sod or clods, which ordinarily would drag and interfere with the work of the discs.

Dust-proof self-oiling bearings are used on all the discs. When the chambers are once filled with oil the drill can be run an entire season without re-oiling.

The feed is chain driven. This proves more satisfactory than the gear drive because the chain is placed under the seed box where dirt and dust from the wheels cannot be thrown on it when the drill is in motion. The chain drive is simple, durable, and reliable.

The frame is made of heavy angle steel securely braced and **hot rivetted**, there are no bolts to work loose and cause trouble. The Cockshutt Drill has the most rigid and substantial frame ever put on a drill.

The wheels are substantial in size. They have extra long hubs and just the proper "dish" to prevent earth being thrown on the grain box when the drill is in action. Scrapers can be attached for use in wet or sticky land.

There are many more reasons why the Cockshutt Drill is the most satisfactory for you to sell. Ask us to send you more information.

Cockshutt Engine Gangs

Tested, tried and found capable—that is the reputation of Cockshutt Engine Gang Plows. Single plows are drawn by pairs of strong, straight beams. Each plow working independent of the one next on either side. The plows are hinged directly to the strongly braced platform drawbar and are carried along at a low height. They are all interchangeable. If for any reason you want to replace an inside plow it is only necessary to draw out the pin and move the plow over from the left hand side.

The frame is built of heavy angle steel, strongly braced with heavy angle bars and plenty of corner and cross braces to withstand the strain. All parts are **hot rivetted**, resulting in a solid unit frame that will stand any reasonable strain.

The steel frame wheels are placed well back so that in going over elevations or depressions the line of draft is affected but little. The front wheels castor and allow the plow to be turned in a very small space. Steel grease cups oil the dust-proof wheel bearings.

Each bottom has its own gauge wheel, placed directly in front of the share point to protect it from stones, and each has its own long powerful lever. The long levers mean an easy and quick lift. The steel ratchets are fitted with adjustable stops for setting the levers.

Cockshutt Gang Plow Shares are made very heavy, so as to meet rough work. Stubble bottoms, rod or mouldboard breaker bottoms are interchangeable. Each bottom cuts a 14-inch furrow. The Cockshutt Engine Gang can be supplied in 5, 6, 7, 8 and 10-furrow sizes.

Cockshutt Engine Scrub Breaker

An improvement over any Brush Breaker now on the market. There is more clearance under the beam—a valuable feature when working in heavy brush.

The shares are made thicker and stronger than ordinarily to stand the heavy work. It is heavily constructed throughout and well braced. This brush breaker is built to do good work in the heaviest and roughest land.

The furrow wheel is set an angle, allowing more clearance between the wheel and the mouldboard for getting away brush. This also obviates any tendency to climb the furrow.

Heavy work is made easy with this brush breaker. The levers are spring balanced, making easy control of the wheels in entering and leaving the furrow.

In addition to the regular levers there is a third one by which the rear end of the plow can be instantly raised on a shoe for transportation. This shoe is on a swivel and swings around allowing the plow to freely follow the tractor. When starting the furrow this shoe is easily and quickly thrown up clear of the ground with the lever. A very handy arrangement and a time saver, no heavy lifting or loss of time; the third lever does the heavy work.

Cockshutt Plow Co.

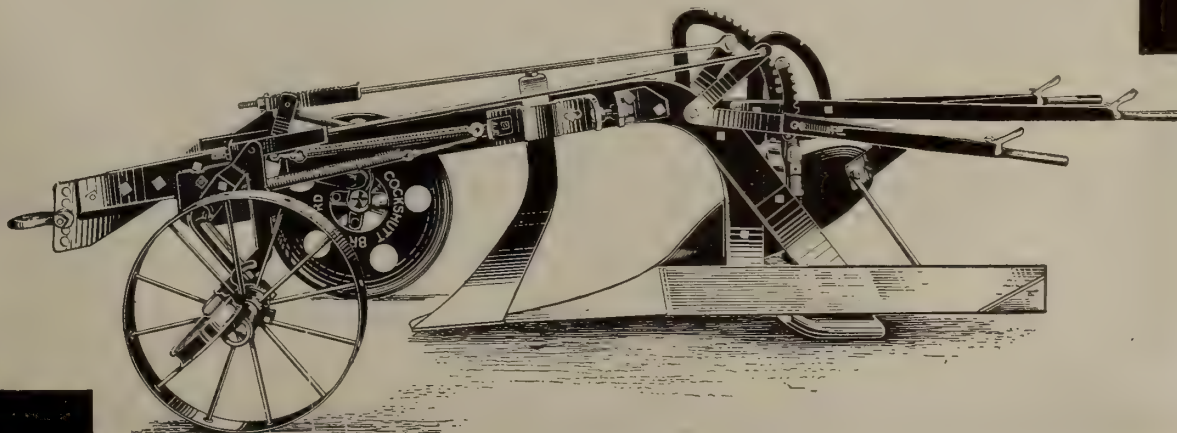
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Branches:

Winnipeg Regina Calgary Saskatoon

Distributing Points:

Red Deer Lethbridge
Edmonton Brandon Portage la Prairie



Increase Your Sales and Net Profits

during the coming year by handling the Cockshutt Lines of Farm Implements. A Cockshutt Agency is a valuable asset to your business. These Implements have been in the Canadian harvest fields since 1877—long enough to prove their worth—and the satisfactory service they have always given has placed them high in the ideals of Canadian Farmers.

There is nothing in the Farm Implement Line that the Cockshutt dealer cannot supply to his customers, and each Cockshutt Implement is a leader of its kind. Now is the time for you to take hold of the opportunities which a Cockshutt Agency offers for 1914.

The Patronage of the Best Class of Customers Is Yours When You Handle These Popular Lines

Sowing Machinery

Drills, Potato Planters, Grass Seed Attachment, Fertilizer Attachments, Corn Planters, Manure Spreaders,

Plows

Prairie Breaker, Brush Breaker, Stubble, Riding, Walking Single Furrow, Double Furrow, etc. Engine Gangs, Engine Scrub Breaker, Engine Disc Gang,

Cultivating Machinery

Diamond, Boss, Clip, Lever and Spring Tooth Drag Harrows, Disc Harrows, Heavy, Light, Inthrow, Outthrow, Orchard and Double Disc, Field Cultivators, Stiff Tooth, Spring Tooth, Corn Cultivators, Scufflers, Pulverizers and Sub-soil Packers.

Harvesting Machinery

Binders, Mowers, Rakes, Potato Diggers, Hay Presses, Grain Tanks

Vehicles

Wagons, Lorries, Carts, Metal Wheel Trucks, Carriages, Cutters, Sleighs.

Chore Machinery

Feed Cutters, Pulpers, Slicers, Grain Grinders, Gasoline Engines, Wood Saws, Fanning Mills.

We are making new customers for our Implements in your locality all the time through our old satisfied customers and our advertising. You could easily get customers among your neighbors and Cockshutt Implements are easy to sell. A short letter to us will bring you full particulars of our agency proposition. Write to-day.

Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. IX., No. 12

WINNIPEG, CANADA, DECEMBER, 1913.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.



Yuletide, 1913



Soon we shall have come to another turn in the Trail of Time, and behind each one of us lies another year of mingled shadow and sunshine. Yet day by day we have gained some measure of joy from life; day by day have had bestowed upon us gifts for which we should be thankful.

To each and every one of our many friends, who come in contact with us through the medium of these pages, whether near at hand or far away; we extend

Greetings

and

Our Most Hearty Wishes

for

A Merry Christmas and Prosperous New Year



When Christmas bells are swinging above the wastes of snow,
We hear sweet voices ringing from the Land of Long Ago.
And there in vacant places
Are the half-forgotten faces
Of friends we used to cherish—of joys we used to know—
When Christmas bells are ringing across the prairie's snow.

—Canadian Farm Implements

Selling Canadian Implements in Siberia

By W. J. Litster

Editorial Note:—The following interesting account of farming conditions and life in the great lone land of Siberia is the description of a business tour to that country by the writer, a gentleman connected with the Frost & Wood Company, Smith Falls, Ontario.

On April 24th last I left London, England, arriving in Moscow, the largest city in the Russian Empire, on April 27th. After spending eight days in that historical city of the Czars, I left by the Russian Government train for Omsk, in the Siberian province of Trisk, which point we reached on May 8th, after three days on the Trans-Siberian railway. On the western slopes of the Ural Mountains the peasants were all busy planting their potatoes, but as we crossed the high altitudes of the divide we found the rivers still jammed with ice.

After descending the eastern slopes of the Urals the general scenery of the country strongly reminded me of the north-west of Canada, the soil and climate being remarkably similar to that on the western plains. While at Omsk, I visited W. G. Stoll and Co., our agents, the principal introducing me to the director, M. Baclanoff, and his assistant, M. Prosowsky. These two gentlemen showed me every courtesy, and also provided me with an interpreter.

I remained in Omsk until Monday, May 12, when leaving that point we travelled by rail to Novonicolacsk, visiting the branch at that center and continuing by boat up the wide bosom of the River Obi to Barnaul. All the low lying lands in the vicinity of the Obi, which is one of the three great rivers of Siberia, were inundated, or nearly hidden by water. The peasants reported that the river was 15 feet higher than it had been during the last 20 years.

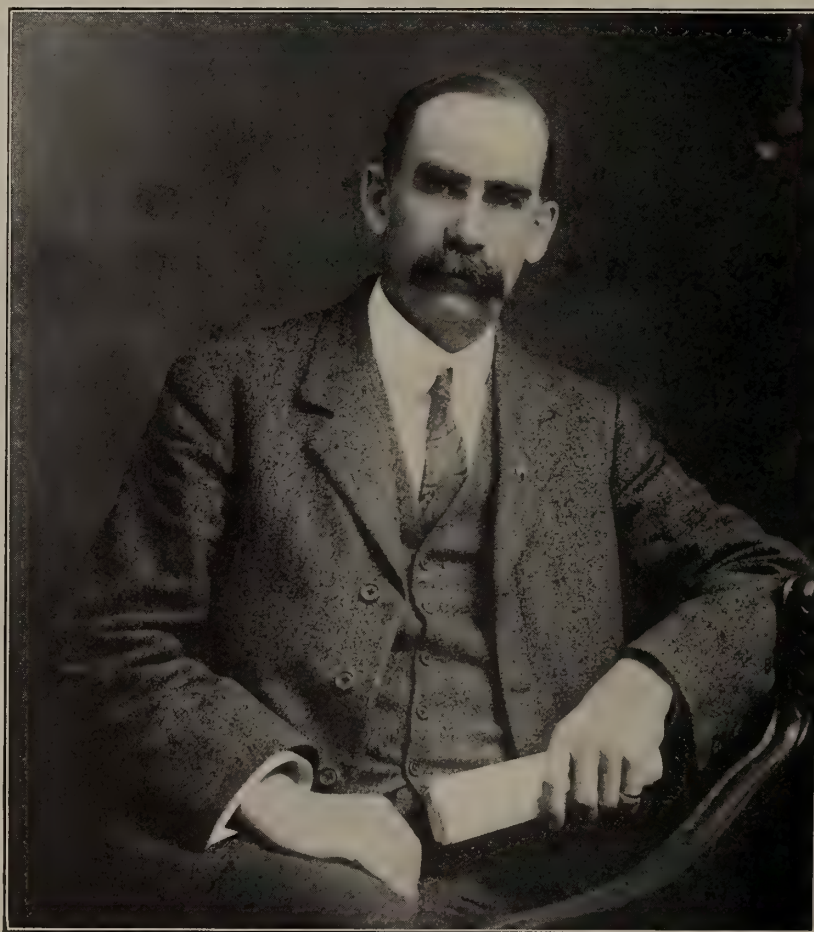
At Barnaul I had to wait for a considerable time for our goods to arrive, and in order to relieve the monotony I used to go every day to the river watching the arrival and departure of the boats. It was most interesting to see the arrival of a large tug, followed by a veritable procession of scows, each laden to the gunwales with farm machinery. In unloading these heavy cargoes neither derricks nor block and tackle is used, for labor in Siberia is very cheap, and owing to their unions they strongly resent any innovation that would lighten manual labor.

Every task is done by sheer strength, all the men wearing a type of saddle on their backs on which they carry enormous loads. I have seen some of them walking around with as much as 400 to 500 pounds on their back at one time.

The amount of goods that were arriving from different farm machinery concerns in the United States and Canada was simply unbelievable, and to see such shipments shows one clearly the immense possibilities of Siberia as

butter, each cask containing 120 pounds, were delivered in Barnaul, and the total amount sent out of Siberia during the year of 1912 was 1,200,000 casks—or 144,000,000 pounds. The greater part of this goes to London, England.

During all the time that I passed in Siberia, I did not see a single grain elevator. Where grain is stored, it is always in large low warehouses. At Barnaul, I drove a great deal through the surrounding country to see how the grain was progressing.



W. J. Litster, who tells his experiences in Siberia

a market for the implement and machine manufacturer.

Finally our goods arrived, and I got busy at many different points instructing the machine men how to set up our machinery. I must admit that I certainly found the Siberian peasant an apt and intelligent pupil, while all whom I met were loud in their praise of our goods.

I have seen peasants driving 300 versts (nearly 190 miles) for farm machinery. The territory around each point is wonderful to even the casual traveller, and it is very hard to grasp the tremendous area of Siberia or the phenomenal richness of its soil. In one week alone 10,000 casks of

Had it not been for the difference in the timber I should have thought that I was in Northern Saskatchewan or Alberta. Siberian timber is birch mostly while in the Canadian North-West we have pine and poplar. The same wild flowers grew by the sides of the trails, and the general foliage was very much as we see it in the west of Canada.

From Barnaul I went by boat up the River Obi to Pristane, from thence going on to a place with the rather unpronounceable name of Bielojasovo. From the latter I struck across country 90 versts (about 57 miles) to a point which I could have reached by the boat, only the latter route would

have taken me four days. I drove, preferring to save the time. On July 10 we started, the means of locomotion being three horses attached to a springless wagon. The latter consisted of a wicker basket with hay in the bottom, the whole being perched upon four wheels. The interpreter and myself occupied the basket, while the driver sat up on the front of the contraption. One horse is between shafts while the other two run alongside him. This is a method of hitching largely used in Russia, and is known as the "troika." The center horse is obliged to trot continually, while the other horses on the outside run. We made half the journey with one set of horses, obtaining a fresh relay at a post.

The trail lay through a beautiful country in which we passed many a quaint village with its little church surmounted by the Cross. The peasants seemed to be very busy preparing their winter fuel out of manure, there being no timber in that particular stretch of country. The day was intensely warm, for contrary to general belief there is great heat during the Siberian summer. What wind there was came from behind us and the action of the horses raised a fearful dust so that we were practically black from head to foot before we reached our destination. At eight o'clock in the evening we came to the end of our journey, very dirty, very hungry and very tired. Here my interpreter succeeded in buying some chicken and quail so that we fared well for the next few days. After finishing my work at that point I went back to Pristane by boat, where, changing boats, I headed for Busk. At the latter town I met the manager for W. G. Stoll & Co., who drove me eight miles out of the town to his farm.

I was surprised to discover that he had 170 beehives, the industrious inhabitants of which were busy making him honey. His father, who superintended the farm, had been raising bees for about forty years with the greatest success. Strange it is that I found in Siberia what we seldom see on the farms of the Canadian prairie provinces—a bee farm. The bees are quite easily kept despite the severity of the winter. They also had another great sur-



Hitching up the three-horse "troika" of Siberia

prise for me when the manager showed me his garden which contained the most luscious strawberries, raspberries, goose berries and black and red currants. While we were going over the estate a repast was prepared outside the house, the table being covered with all that the heart could desire, and every item grown or raised on the farm. Such a thing is rarely found even in our mixed farming districts. This farm was located only 60 versts (37 miles) from the Altai Mountains—the huge serrated range of which separates south-eastern Siberia from the Chinese Empire. The name of my kind host was "Mgahobr," but I may say right here that I never attempted to use it conversationally.

From this point we journeyed back, covering a great area of country and many points therein, Talda, Koks, etc., until at last we arrived in Omsk. The hay crop in this region was most bountiful. The peasants started cutting it during the latter part of July, finishing it the first week in August. This was followed al-



Primitive Plows are seen on the lonely Steppes

most immediately by the grain harvest. The first frost was experienced on the 26th August, three successive nights bringing low temperatures. The greater part of the wheat was cut, however, and what was still standing was ripe, therefore the damage was very slight.

Our agents, W. G. Stoll & Co., received a great many testimonials from the peasants who were using Frost & Wood machinery—

a point that was more than satisfactory to me in this portion of the globe.

In Siberia there are four mammoth rivers, the Obi, Yenisei, Lena and Indigirki, the tributaries of which spread out in an immense net of waterways across the vastitude of the country. These four, and most of their tributaries are navigable and afford almost the only means of transportation and travel, for, beyond the great Trans-Siberian railway there are few railroads of any length. These rivers swarm with fish, one in particular being a blessing to cooks, since it only contains one bone and that right on the back of the head.

they have only river navigation, and during the winter have to team all their freight on sleighs.

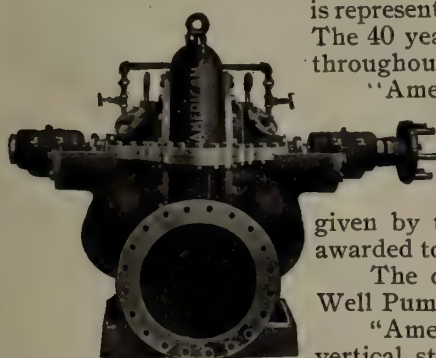
Before I close, I should like to give the readers of Canadian Farm Implements some slight conception of the magnitude of this great lone land of Siberia.

This major area of the Russian Empire occupies the whole of Northern Asia, and is about 3,600 miles in length from east to west and about 2,200 miles, north and south, in the greatest breadth. The total area of Siberia is 4,833,496 square miles, the population being only about 6½ millions. Omsk, the focal point of my wanderings, is one of the largest cities in Western Siberia, which lies in the lap of the great curving sweep of the Altai Mountains and on a plain 2,000 feet above sea level. The agricultural division extends northward to about the latitude of sixty. The Steppe of Ishin possesses abundant vegetation and is covered by almost continuous forests haunted by wild



A group of typical Moujiks (peasants) by the village church

THE STANDARD BY WHICH OTHERS ARE JUDGED!



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

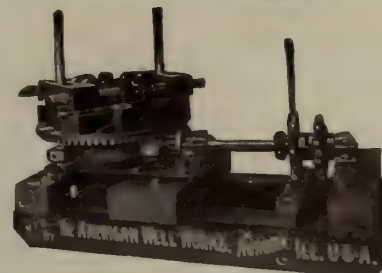
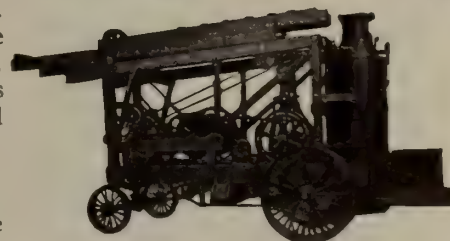
"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A.

Chicago Office, First National Bank Building



animals, including the beaver. The main population of Siberia is located along the country adjacent to the Obi, in which I travelled, and the Yenisei far away to the east. The Obi, I may mention, has a length of 2,400 miles before it reaches the gray waters of the Arctic, and its headwaters are situated among the slopes of the great Altai range. This mountain barrier is rich in minerals, but is only partly explored and it is hard to estimate the mineral wealth that may lie hidden in this land of the Czar. Agriculture by modern methods is being rapidly developed, and the steady importation of American and Canadian farm machinery shows that great future possibilities exist in Siberia for the production of wheat. The land is excellently adapted for mixed farming and stock raising, and the peasants are a pleasant and progressive people—in fact it is hard to believe the terrible tales that one reads of the horrors of prison life in Siberia, although, of course, such may exist. The Trans-Siberian railway has opened up the country clear along its sweep of 9,100 miles, and as other railways are built the market for farm machinery should increase in no uncertain manner. The popula-

tion consists of voluntary immigrants from Russia or exiles and their descendents. The latter are a well educated class and a valuable adjunct in the opening up of a new country. Up to the north the Samoyedes and Ostiaks are found, these being Eskimo races still in a state of semi-savagery. The southern and eastern frontiers are peopled by countless races of Mongol extraction—such as the Yakuts and Buriats, two tribes of Tartar nationality.

Ere I conclude I must say that I found the peasants excellent business men, and all with whom I came in contact were most kind and obliging. I consider Siberia one of the richest and most productive wheat belts in the world, and a region in which the future should find an ever increasing demand for farm implements and machinery.

Man vs. Machine in Milking

The constant plaint of the dairyman is that he finds it hard to secure good milkers, and such men are usually divided in opinion as regards the capacity of the mechanical milking machine—if they do not own that essential of all good dairy farms.

There is no doubt that the mechanical milker must come into

general use upon the dairy farms of this continent in order that the labor problem may be solved. Where only a few cows are kept, it is possible to provide efficiently for their milking, but unless they are handled regularly and satisfactorily the only method to obtain results is by the installation of a milking machine.

In Australia and New Zealand it has long been the case that the majority of cows are not milked by hand; the milking machine is

Two experts at the New York Agricultural Experimental Station, some time ago completed a series of exhaustive tests on these machines, during which their investigations were productive of the following facts:

"1. The milking machine is of interest mainly because of the labor problem. Using two machines one man can milk 50 cows.

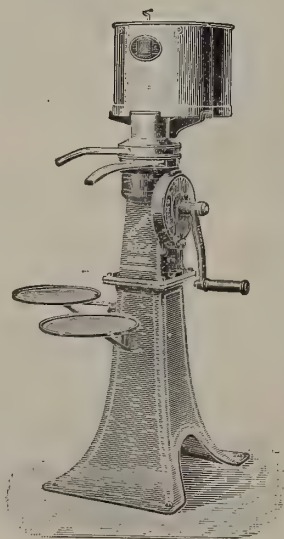
"2. This study of the influence of hand and machine methods



We loved the Maid—but the Machine is best

The Cream Separator! "Primus"

Unsurpassed
in
Quality
and
Finish



Recognized
all over
the World
to be just
"IT"!

Extremely
Cheap!

Extremely
Cheap!

Write for our complete Catalogue

Canadian Agents Wanted

A/B B. A. Hjorth & Co.
STOCKHOLM, 172 SWEDEN

in almost general use, and there is no reason why it should not be far more widely used throughout the Dominion.

It is true that occasionally a cow will cease to be profitable when milked by the mechanical milker. This is no particular reason why the milking machines should be condemned however, because it is a well known fact that on all dairy farms, even where cows are carefully milked by hand, cows are sometimes ruined by erroneous feeding or other causes.

One great trouble the milking machine has been compelled to overcome is, that when it is installed on the farm, everyone who has anything to do with it, is pessimistic and because it is difficult for them to realize that the machine can successfully milk the cows, they are at all times, looking for and anticipating adversities rather than successes.

However, experimental stations and dairymen in general report most favorably on these machines, as being most successful for the large and economical production of milk and butterfat, as well as for the production of sanitary and certified milk.

upon the flow of milk covers a period of over four years and includes 71 lactation periods after eliminating the questionable data.

"3. The influence of the machine method of milking upon the flow of milk was too small to be measured even when the other factors were eliminated as fully as possible. It was probably responsible for less than 1 per cent. of the variation in flow under the conditions of this experiment.

"4. All of the cows milked well with the machine when they were provided with properly fitting teat cups. Two cows which were failures with hand milking were successfully milked by the machine.

"5. Machine milking has proved practicable. The problem now is to develop the machines along most helpful lines and to learn to handle them most efficiently."

The fifth point of the summary seems to hit the nail on the head. Those who have given most consideration to the mechanical milker and those who have had most success with it have come to the conclusion that there are several types of machines that are so practical that success or failure purely depends on the user and his capacity.

Power and the Cream Separator

Of all machines the cream separator depends upon that most delicate principle, centrifugal motion. The standard machines are balanced to perfection almost, at their normal speed. If the motion drops some of the butter fat will never rise to the outlet; if it goes too high, supposing always that the machine is too well made to admit of the disaster that would come to almost any other machine, milk is thrown out with the cream and the separation is by no means as complete as it should be. If the speed standard fluctuates, rising and falling as the human system tires under the strain or takes on new energy with some new brain impulse, there is a constant departure from normal work due, not to any failure of the machine, but to its operation. Many a separator that has been incomplete in its work has failed merely because the man who operated it was saving of his muscle. As a matter of fact, a good many more hand-turned separators are run under normal speed than over speed or even at normal speed; and the larger the batch of milk (that is, the longer the machine has to be operated), the more certainly will the speed drop down or become spasmodic, and the greater will be the loss of cream, says a writer in Farm Implement News.

Take it as a fact yourself Mr. Dealer, and do not be afraid to preach it strongly to your customers; the gasoline engine of today will draw its load more steadily than human muscle can ever draw it. For convenience in picking up the load a governor pulley or some one of the many intermediate devices now on the market should by all means be used; but it's not because the modern gasoline engine is not reliable. It is far more so than the man who runs it. In fact, nine times out of ten, if the gasoline engine should become irregular in speed it will be found to be because of some neglect or overt act of the man who thinks he is operating it when he is in reality merely letting it run, perhaps under very adverse conditions.

One other word, while on the subject of separator speeds. There may possibly be instances where certain machines of certain cheap mail order houses are worth the price to the people who buy them. A cream separator is not one of those machines. Since it is required to revolve from fifteen to twenty times faster

than the threshing cylinder (and we used to hear of threshing cylinders giving way under the strain in the days when the material needed for them was not so well understood) is it either safe or sane to invest in a machine that is made of anything but the best material to be found and in the best possible manner? Possibly some of these cheap machines are cheap enough to purchase two or three of them at the price of one good standard make, and possibly the two or three will work as long as the other one. Aside from the question of more power and imperfect work while at their best, can any of us afford to take the risk of

one of these cheap cream barrels letting go under the strain of the fearful speed at which separators run?

Bring out this point well to the man who thinks the cheap machine is cheaper at the price than the one of standard make. Get him to understand that of all things upon the farm the separator is put to the greatest strain and that, unless the material in it is of the best, it is as dangerous as a stick of dynamite among a handful of steel bullets.

Managing Timid Cows

Quietness and gentleness should rule in the milking sheds, and indeed, in all relations between dairy cow and attendant.

Wild or really vicious cows are generally unprofitable, and should be got rid of as a disturbing element among both cows and men. When the milker, the stool and the pail have all been kicked endways, or there has been much trouble in getting the cow to submit to milking, or the supply has been partly stopped, the milker does not sit down to her neighbor in exactly an angelic frame of mind, and being out of temper, is apt to be harsh and rough with her. It is in many ways a pity that there are now so few female milkers, and that they are likely to become fewer, for experience shows that there is more sympathy between the cow and a woman than with men, and that women are more gentle and patient, and therefore, better milkers.

TAKE NO CHANCES

Handle the EMPIRE Line

MAKE MONEY FOR YOURSELF

Satisfy Your Customers

No man works harder than the dealer. No man suffers more loss through kicks, complaints, demands for free repairs and other "comebacks," than the dealer who handles imperfect machines.

You want your sales to be easy, quick, certain. You don't want your profits reduced by faults you cannot help, faults your customers find in machines you sell. Have you lost any sales the past year, through trouble with bearings, cross shafts, gears or carburetors? If so, why not stop it? Handle the

WORLD RENOWNED EMPIRE

Cream Separators

because they are the finest money can buy, because they have proven, by more than a generation of service, that they satisfy the most exacting customers.

BALTIC CREAM SEPARATORS

are the machines you have been looking for, to satisfy customers who want a thoroughly good separator at a moderate price.

EMPIRE STA-RITE ENGINES

The Gasoline Engine without Carburetor or Pump

These Engines give you what you want—a wide range of sizes—freedom from carburetor and pump troubles (because they have neither carburetor nor pump) and continuous, satisfactory, economical service.

We want live dealers in every open territory.

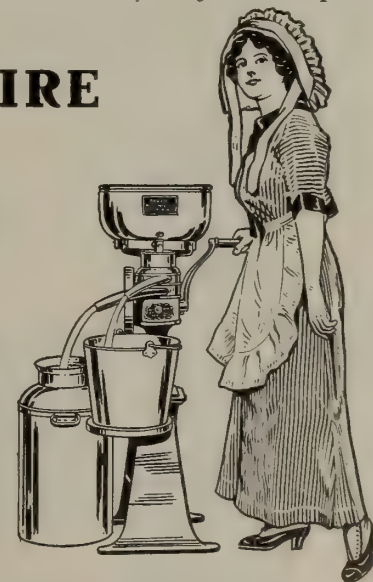
Take no chances on losing this opportunity to handle the exceptional EMPIRE Line.

Fill out the coupon below, tear it off, mail it to us in an envelope today. You will receive prompt and courteous attention.

The Empire Cream Separator Company
Of Canada, Ltd.

TORONTO

WINNIPEG



C.F.I.

The EMPIRE
Cream Separator
Co of Canada, Ltd.
Please send me full information about the EMPIRE

Line.

Name.....

Address.....

Points Regarding Speed

If the separator is to do good work, is to remove the fat from the milk down to one or two one hundredths of one per cent, it must be run right, as well as be put together right.

In actual practice, the point most often disregarded is the item of speed. The monotony of turning a crank leads to neglect and the speed falls below the point of good service. The directions may say sixty turns to the minute. The operator unconsciously allows the speed to drop to fifty. A loss of fat in the skim-milk follows.

Again the temperature of the milk may fall too low. Few separators will do good work at a temperature much below eighty degrees, and all separator makers have a right to demand that the users shall have the milk as warm as that.

The milk may be sour and partly loppered. This presents a hard and possibly an impossible problem to the machine. Separators are built to handle sweet milk only.

A separator ought to last a long time and do good work to the last. They may seem costly to

the dairyman, but the first cost should be divided over many years of use and will be so divided if the machines have good care. Delicate machines cannot be left to care for themselves.

De Laval Sales Convention

Twenty years ago E. W. Beach went to Chicago to represent the De Laval Separator Company at the World's Fair. After the exposition he took charge of the company's sales in the Western territory, and that fall he held the first annual sales convention and dinner. The attendance at the dinner consisted of himself and Frank Bair, now the head of the repair department at the Chicago office, then the company's only travelling representative in the West.

Recently the twentieth annual sales convention was held in Chicago, closing with a dinner and vaudeville show at the Hotel Sherman. The attendance included the Chicago and New York field forces, ten gentlemen from the New York and Poughkeepsie offices and the Chicago office managers, the total attendance being over 200.

Among the company's old time representatives present, now managers of departments at Chicago were J. A. Johnson, J. C. Rundall, H. C. Beckman, A. E. Barber and George A. Benton. The meeting was held under the direction of E. W. Beach, general Western manager, and H. O. Alexander, assistant manager. From the New York and Poughkeepsie offices came S. E. Barnes, F. E. Benedict, Herbert N. Casson, J. D. Chappell, Joseph Gibson, T. H. Miller, Dr. C. E. North, G. B. Sharpe, Ralph Stoddard and W. C. Terhune.

An important feature of the annual dinner was the publication of a ten-page paper called "De Laval Steam Roller." This was produced by G. B. Sharpe, advertising manager at the home office, and J. D. Chappell, assistant advertising manager.

An Australian Milking Machine

A demonstration was recently given in Sydney, Australia, of a new machine said to be capable of milking 100 cows in 2 hours. The machine is known as the A.R.W., and it is already used in New Zealand. Two recommendations in favor of the A.R.W. are that it

is easily handled and controlled, and works smoothly without in any way irritating the cows. The teat cup is designed in such a way as to permit free circulation of air, and there is always freedom for suction around the teat. The milk is conveyed from cow to separator quickly by automatic adjustment.

One for the Dealer

In considering the purposes for which loans on mortgage are granted in Saskatchewan, the Agricultural Credit Commission reports that, in the matter of mortgage loans for farm machinery and implements, there has been considerable overstocking, due, as one farmer stated, to "the science of salemanship."

This is a direct compliment to the selling methods of the dealers of the province, and, it recalls the old story of the two burglars who inadvertently broke into the home of a lawyer. One of them was waiting outside to give the alarm when his confrere appeared. The following conversation ensued.

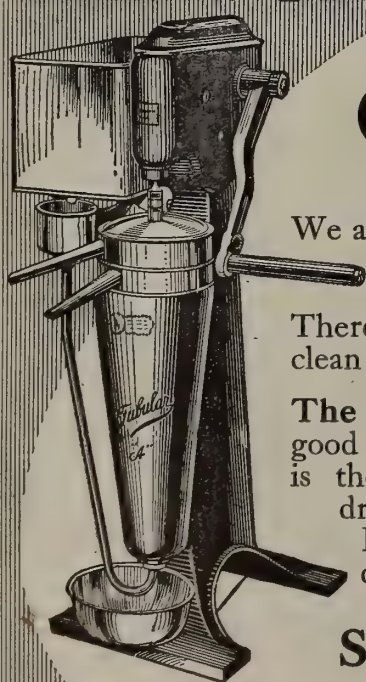
"What'd you get, Bill?"

"Nawthin'—he's a lawyer!"

"Did he get anythin' off you?"

"Naw, I beat it!"

SHARPLES TUBULAR CREAM SEPARATOR



The Two Big Dairy Necessities

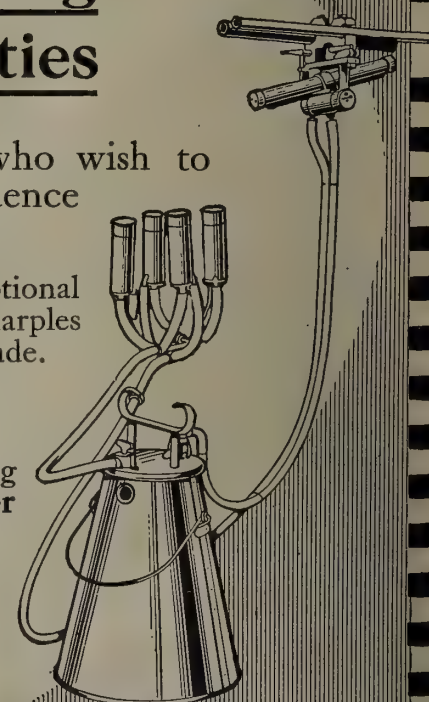
CAN BE used as business builders by dealers who wish to establish themselves permanently in the confidence of all dairy-farmers of their locality.

We are offering those who are qualified to handle our line an exceptional dealer's proposition for 1914. The dealer who has a Sharples sign over his door is sure to draw the good dairymen's trade. There is perhaps no other two farm appliances that mean such good, clean profitable business for the dealer.

The Sharples Tubular Separator stands today unequalled for doing good work and giving years of service. The Sharples Milker is the one thing the dairyman is most interested in. It has drawn crowds of enthusiastic observers at every important Fair and Dairy Show this year. It is the most talked of dairy appliance of today.

Sharples Separator Co.
West Chester, Pa.

BRANCH OFFICES: Chicago, Ill.; San Francisco, Cal.; Portland, Ore.; Dallas, Texas;
Minneapolis, Minn.; Kansas City, Mo.; Omaha, Neb.;
Toronto, Ont.; Winnipeg, Man.



SHARPLES MILKER

Goods that are half sold when you get them in your store The De Laval Line

IN the first place the name De Laval stands for "satisfaction." You don't have to waste any time trying to convince a customer that any "DE LAVAL" article is high-grade. Everybody knows it.

In the second place, the De Laval Line is so well advertised in the farm papers that its merits are already familiar to every farmer.

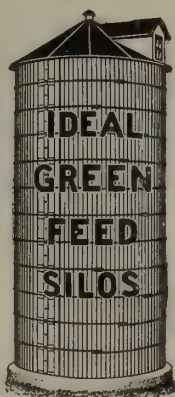
DE LAVAL Cream Separators



Dealers who handle the De Laval Cream Separators invariably enjoy the largest separator sales in their locality.

The De Laval is everywhere recognized as the last word in cream separator efficiency; it's the best advertised cream separator on the market, and it's by far the easiest separator to sell.

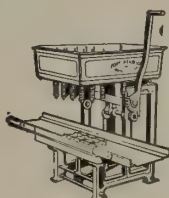
IDEAL Green Feed Silos



The Silo follows the cream separator.

More Ideal Green Feed Silos are sold in Canada than all other makes combined. You certainly ought to handle the Ideal.

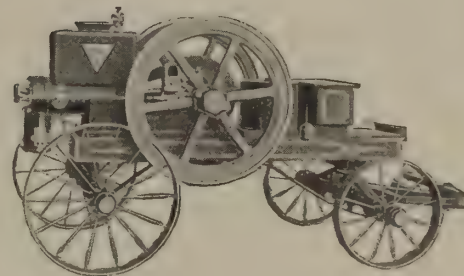
DE LAVAL Dairy Supplies



The dealer who is selling cream separators and silos might just as well sell his dairy friends their dairy supplies. The De Laval line of dairy and creamery supplies is very complete.



ALPHA ENGINES



We are now allotting territory to dealers who want to tie up with a high grade engine line that will be a distinct asset to their business.

The "Alpha" line covers every engine requirement and will add to your reputation as a dealer in high-grade merchandise.

It will be advertised in large space in Canadian farm papers in 1914.

Look into the De Laval proposition right away. Get our attractive catalogs. See what we are doing to create a demand for our goods. It means a lot to you to buy right. Remember that De Laval agents are the men who get the trade.

De Laval Dairy Supply Co., Ltd. MONTREAL WINNIPEG PETERBORO VANCOUVER

The Stranger Within Our Gates

By Luke West

The other day the writer stood in the offices of a large wholesale implement warehouse—in the sales department to be exact. A lame Galician farmer was leaning over the barricade by which some concerns deem it essential to preserve the privacy of their staff. The Galician—a sick and sorry looking specimen of humanity—was making a payment of \$15 on a wagon which he had bought, and was engaged in a wordy warfare with a clerk, regarding the amount which he had previously paid.

The clerk, correctly enough, maintained that the customer should have receipts to show for every payment which he had made. The Galician had little command of the English language, and was confronted by a series of entries in a ledger which merely further confused him. He said he could pay no more at present as he had only come out of hospital and was still very sick—and his looks certainly did not belie the statement.

So far, you will say, there is nothing unusual or noteworthy in this occurrence. Perhaps not, but the clerk, thereupon, in the most arrogant and impudent manner, commenced to ask the farmer to look through the rest of his pockets to see if he could not dig up some more "dough." He suggested that it was high time that they should be paid in full for the wagon, and that they were tired of getting these small payments. Any ordinary observer—except a clerk inflated with his own importance—could have seen that all the money the man had in his wallet, beyond the \$15, was a dirty one dollar bill.

At last, after various taunts and epithets regarding the poor English vocabulary of the customer, the clerk threw down a memo of the amount still due, along with a receipt, and turned to his desk muttering to himself about these "blasted Dagos."

As I watched the Galician go hobbling down the stairs, in obvious pain, I could not help but think of the celerity with which I would fire that youthful adjunct to the sales department were I manager of that implement warehouse.

Such youths—they do not deserve the name of men—in the course of a year, lose hundreds of dollars for the company who employs them. Did that egotistic

ass think that the Galician would not remember how he had been treated when he again wanted to purchase a wagon or an implement of any kind. You bet that when he had paid his balance on the wagon, \$18.50 to be exact, he would transfer his trade to some other firm.

Some men may say that losing such a poor pay customer was no great loss anyway. Probably not, but that customer was quite evidently giving every penny that he could afford, and was, at all events, as entitled to courteous treatment as the man who could swagger in and pay spot cash for a wagon. Is it not the most probable thing in the world that the Galician will tell others of his colony how he was treated, and would this not have a direct effect in these men giving their custom elsewhere than to a place where they were only treated with a slight degree more of civility than the average man would accord a stray dog.

And yet the manager of that business is an astute business man and the very essence of courtesy to any customer, whatever his financial standing. Did he know that such a thing occurred he would not tolerate it for a moment, only at the time he was not present, being away on a business trip. I have the most profound sympathy for the man who is served by fools who are inflated with their own greatness—when ever the back of the boss is turned.

That little lesson in the sales department was much more than a mere object lesson on the type of clerk who costs more to keep than to fire.

It was a lesson of how the Canadian business man should not treat the stranger within our gates. When you see a man sneering and shrugging over the way that a foreigner expresses himself, just consider how that man would be himself were he the foreigner in the case. If that clerk had been standing on the outside of the office barrier in, let us say, Cracow, Nijni-Novgorod or in any city inside the crescent of the Carpathians, its a pretty safe bet that he could not handle the language of the country with one-fiftieth of the success attained by that Galician farmer.

In America we are too prone to take the standpoint of the Britisher—that "English is good enough

for me, and should be good enough for the foreigner." We have seen that only too clearly in the cutting of the Panama Canal, when the United States found the greatest difficulty in finding men who could talk Spanish in order to use them as census enumerators for the Canal Zone. The highest wages were offered but it was almost impossible to find men who could jabber anything but a bastard lingo.

A certain German, with true Teutonic ponderance, once characterized America as the "nation of liars." We would, with all politeness, suggest that the phrase is a strong one to swallow; but he certainly would have been a colossal liar if he had termed us a "nation of linguists."

In Canada we seek strenuously to assimilate the nations of Central Europe, and many of these men have proved to be farmers from whom we may learn much that is beneficial to the Canadian West. This being so, it is poor policy to treat the stranger within our gates as though he were a dog, merely because he uses a tongue unknown to us.

There are few men, either in the wholesale or retail implement trade, who would treat a man as that clerk treated the Galician, yet, as a general rule, the foreigner is not accorded the same courtesy as is the English speaking customer—however vague or blended his ancestry.

In America we hear much of the "insular aloofness of the Englishman," but we have an unenviable continental notoriety in the way in which we often handle those who enter the open doors of the American continent. A good old Biblical phrase, molded before ever farm implements existed, says:

"Do unto others as ye would that they do unto you." I hold no brief for the Polak, Russian, Scandinavian, Ruthenian or Mennonite, for any race or any European nationality, but it seems evident that the foreigner does not always get the treatment which is accorded the Canadian or American.

This should not be so, for whatever their faults they are units in the building and enlarging of our Canadian West, and as such are worthy of our help and assistance if they stand in need of it. We may condemn their racial attributes, their habits, dress or customs; even as they may condemn our gum chewing, or national game of baseball. Nevertheless they are factors in our Dominion and the fathers of the farmers of

the future—and as such, natives of a cosmopolitan country of polyglot speech, we should ever exercise patience, courtesy and forbearance with the stranger within our gates.

Increasing Winter Sales

Winter, in the mind of too many implement dealers represents a dull season during which little business can be done beyond pursuing long due accounts. While the latter class of work is very necessary, there are many lines which sell well during the winter months, and it is only necessary for the dealer to thoroughly study local conditions in order to realize that a winter business does exist if only he will go after it.

The winter season is an excellent one in which to push the sales of gas engines and feed grinders, manure spreaders and drills. The cream separator also offers a great possibility for sales during the cold season.

The manure spreader is an implement that will sell if it is properly brought before a farming community, and it carries with it a wealth of argument ready for the dealer to use. He can show the costly waste that goes on through the old hit-or-miss system of spreading, how the machine evenly distributes the manure and shreds it so that it has a greater fertilizing quality. At least half the good qualities of manure are wasted by hand spreading, while the spreader with its even layer ensures the fact of the manure thoroughly impregnating the soil.

Naturally spreaders can only be pushed where manure exists, and this is where the dealer must see and judge for himself. He must not sit by the stove in his store, but must get out after the trade in his territory. In hundreds of communities there are chances of selling spreaders, if only the farmer can be shown how much useless labor he will save, and how much benefit his soil will derive through the use of a spreader.

Granting that the spreader talk falls upon stony ground, the dealer can enquire as to the number of cows the farmer milks, and the amount of cream produced per head. He can then explain how much cream is going to waste by the old skimming method, and continuing he can cover the many benefits that can be had on the farm by the installation of an engine. The useful-

ness and adaptability of the latter need not here be explained, nor the value of feed grinders. No farmer realizes until he sees a demonstration of the amount of feed that can be ground by the acquisition of a power grinder and an engine.

As the dealer covers his territory he will see, here and there, opportunities for business which would never occur to him were he to remain in his store. These suggest sales, and even though the sale cannot then be consummated he can note the farmer down as a prospect. Sitting in the store will never increase your winter sales, and by getting out among your trade, you build up a personal connection that in itself is a valuable adjunct in the business of the future.

A French Tractor

At the present time the greatest interest is being shown in France with regard to the tractor and power farming in general. At a recent demonstration at Soissons an American machine of the caterpillar type made its debut. The machine was about 20 feet long by 11 feet wide and weighed 40,000 pounds. The chassis rests upon two sprocket wheels which form a travelling rack, which along with a series of small running wheels compose the moveable track upon which the machine rests. It will be understood that this mechanism closely follows the design of the caterpillar types seen in this country, with the difference of a series of long blades projecting from the tread giving a better grip to the tractor. This attachment is a good idea, since the worst factor in the caterpillar type is the faculty for the treads to become clogged up with soil upon a wet or clay surface, making the tread slip as does a plain wheel. These blades provide a propulsive power beyond the mere friction of the tread. It is claimed that the latter gave a load of not over 6½ pounds per square inch. Ten bottoms were pulled, two men being necessary to operate the outfit.

Let Dates be Definite

A banker could not do business loaning money at 6 per cent. if he assumed as much risk of losing the entire loan as many merchants do who allow goods to be hauled away with no definite plan for settlement.

How many merchants ever borrowed money from their bank on their promise to pay without a definite date for settlement at the end of thirty, sixty or ninety days; or three, six or nine months; or one, two or three years?

A bank can do business on a small per cent because it plays a safe game. The catalog houses can and do make money because they not only play a safe game, but do a lot of business on the customer's money. How many merchants furnish capital to buy goods which they deliver to customers, and then expect the jobber or manufacturers to keep up their stock.

Government Repeals Bounty on Twine

The Treasury Department at Washington, D.C., recently notified the Department of Trade and Commerce at Ottawa, that, under the new Underwood Tariff, the export duty on Manila fibre, of ¾ of one cent per pound, would be repealed. This duty has been in force since 1902, and when it was put on the American binder twine manufacturers got a rebate, Canada accordingly putting a bounty of the same amount on Manila

fibre as used in binder twine. Owing to the decision above mentioned the Canadian bounty will cease.

Interesting Insurance Decision

Judge Quinlan, in the circuit court at Marinette, Wis., has handed down a decision of considerable interest to implement dealers and manufacturers, in the case of the Holquist Livery Co. vs. the Camden Fire Insurance Co., in which \$61,000 worth of insurance was involved. Vehicles belonging to the plaintiff were destroyed in a carriage shop where they were undergoing repairs, and the court decided the plaintiff could recover insurance, although the policies contained clauses specifying the insurance covered the vehicles only when they were located at certain places where they were habitually kept.

Judge Quinlan held that the policies must cover the vehicles when they were at any place to which they might have been conveyed in the course of reasonable use. The court holds that the plaintiff in the Holquist case can recover \$1,400 and costs and interest.

CORRUGATED IRON

is the ideal covering for
**Barns, Granaries &
Implement Sheds**



Fire, Lightning, Wind and Weather
Proof

Durable as the Building itself
Applied direct to Rafters or Studs

DEALERS AND AGENTS

get handling this line. Write us for
Selling Outfit, Catalogue and
Dealers' Discounts.

There's Money in it for you!



**THE METALLIC
ROOFING CO.
LIMITED.**
MANUFACTURERS.
WINNIPEG, MAN.

Head Office: TORONTO, ONT.

C53



Windmills in all sizes for
Power or Pumping

"Manitoba" Floor Grinders, made in 8, 10 and 12-inch sizes, have sold by the thousand. Satisfied owners testify to their quality, and each grinder sold attracts more trade to the dealer.



Made in the West for Western Needs

THE *Manitoba* LINE

affords a valuable agency for the dealer that he cannot overlook. Our Engines, Windmills, Grinders, Saw-frames and Pumps have stood the test of service. They are made of the highest grade material, machined and erected by experienced mechanics. Every dealer who desires Bigger Business for 1914 should write at once for our attractive proposition.

MR. DEALER

Do you value high-grade goods? If so our line affords you golden opportunities for increasing your sales. "Manitoba" Windmills, made in all sizes, are known throughout Western Canada for their strength and mechanical efficiency. "Manitoba" Engines, horizontal, vertical, stationary or portable, are sure sellers and will give you profit and prestige with your customers.

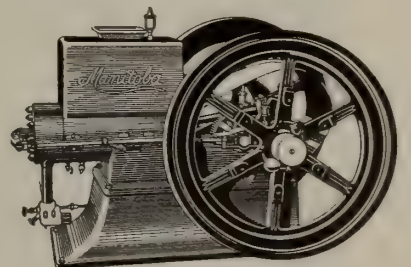
Buy direct from us, saving exorbitant freight and duty charges and jobber's profits.

WRITE AT ONCE FOR AGENCY TERMS

Manitoba Engines

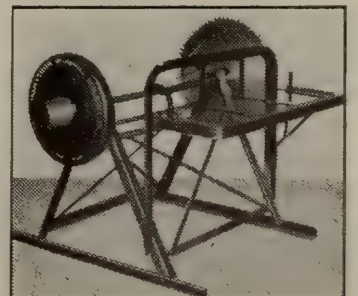
LIMITED

Calgary BRANDON Saskatoon



Gasoline Engines, all styles, 1½ to 40 H.P.

"Manitoba" Steel Frame Saws are rigidly constructed and dependable. Furnished with 24, 26 or 28-inch saws. They weigh only 275 lbs.



The Boy and Business

The greatest problem we have to consider in the handling of the boy in business is that of his outlook upon work. From time immemorial the office boy and his junior friends have been held up as examples of laziness, yet with all fairness we must admit that many lads are hard and honest workers, capable and trustworthy. At school the boy looked upon his teacher as a task-master—as a unit to be outwitted whenever possible. The oftener he could evade preparing a lesson, the smarter he thought he was. Such boys invariably start in the store or office to do only what work is specifically outlined for them—and sometimes as little as possible of that. Such a lad develops into a cut-and-dried clerk, a man who will do certain work with reasonable success, but is utterly at sea when confronted by the unexpected. In short, such clerks do what they cannot get out of doing, and nothing more.

Many youths will not take pains with their present work because it does not suit them, and in this country today a great amount of the "inefficient and misfit" are due to the weakness that they had, as lads, in chang-

ing from one job to another. To be successful a man must climb the ladder from the ground floor up—that is, the average man of average mentality.

Usually these shifters become shiftless and are always looking for something bigger and better, without in the least asking themselves whether they are qualified for the post.

We reverence too much that god called "Bluff," and it is a false reverence, for bluff can't help a man out all the time any more than it can a boy. To "bluff it through" is a species of obsolete progression found more often upon this continent than in any other country on earth, perhaps owing to the fact that we lack the perfected, rock-bound apprenticeship systems found in Germany and other lands.

Most of the bluffers—whether men or boys—expect to be a proprietor some day. What kind of boss would a man make were he a signal failure as an employee. The boy who cannot take orders becomes the man who cannot give orders.

Business is learned by study and experience, and to such men who employ the boy in any capacity we must point out that a great deal can be done for the

future welfare of the man by judicious advice to the youth. Point out the importance of "knowing;" direct to him the necessity of reading. Good books about business are today as common as billiard tables—and infinitely more profitable. It is a pretty sure bet that the youth who reads books and trade papers on his business, in addition to strict attention to his work for one year, at the end of that time will have an increase in salary. If he has not he is working for a poor type of master. Reading goes a long way towards filling the pay envelope; ambition plus reading leads to a good position for the man when he develops from boyhood.

Leakage in Character

An implement dealer failed in business, and the bank officials, who had loaned him a large sum to carry on his enterprise, were mourning his loss. One of them made the natural enquiry as to how the dealer had failed, since it could not be owing to lack of capital as he had borrowed so freely that he was even able to discount his bills.

The old bank-agent spoke.

"Assuredly it was not lack of capital," said he. "And to most it is something of a problem to say just what it was. He was conversant with his business, he was steady, hard-working—all that we usually term industrious. The only thing that can be said is that he failed through not being practical.

"At times he would be very late before he opened his shop in the morning. He sometimes would close it for a long time at noon. In giving credit he did not sufficiently consider the worthiness of the individual or his value as regards security, and he was also lax in collecting outstanding accounts.

"A silver-tongued salesman could come along and influence him to overstock heavily; for a high and windy talk on probable future profits could induce him to overstock in some lines or to order dubious goods of poor selling capacity. These he, of course, had to carry a long time, and finally sell at a sacrifice.

"Looking at it any of these little defects would not individually have done a great deal of harm to his implement business, but all of them combined were too much of a load for him to combat successfully. His business

Make Yourself Solid with the Progressive Farmer

The progressive farmer is your best customer. He is on the lookout for any modern aid to better farming or a better farm life. It will pay you, Mr. Implement Dealer, to have on hand something as worth-while to show him as the

Fairbanks-Morse Eclipse Pumper

There is no longer any excuse for not having a good supply of water anywhere at any time. THE ECLIPSE PUMPER has been designed especially for this service, to pump water when you want it to, and at small expense. It is independent of wind or weather, and will pump from even the deepest wells—in fact, it will pump as much water as a 10 or 12-foot windmill running in a 20-mile wind. It uses about one pint of gasoline per hour. Think of it, over 1,000 gallons of water pumped against a head of over 80 feet on one pint of gasoline.

This pump should be sold by every dealer—the profits are consistent and reliable, and the demand is certain to increase.

WRITE FOR FULL PARTICULARS.

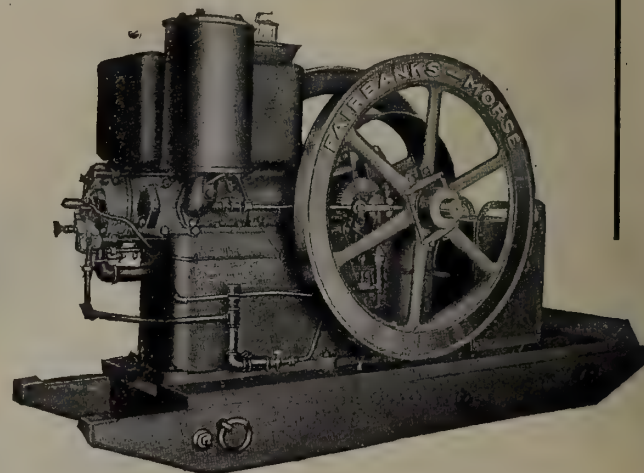
Fairbanks-Morse Skidded Oil Engine

is a line that makes a Special appeal to the efficiency-hunter. It can be moved anywhere, and it DOES NOT DEMAND EXPENSIVE GASOLINE, but will do just as good work on cheap, low-grade fuel oils. Could you seek a better selling argument?

You should have our catalogue without delay.

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30, 20-40 and 30-60 H.P.
Oil Engines, Portable and Stationary, 1 to 500 H.P. for all purposes.
Marine Engines, 2 and 4 Cycle, 3½ to 100 H.P.
Binder Engines, Adapted to all makes of Binders.
Hand and Power Pumps for every purpose.
Truck and Pitless Scales specially designed for farm use.
Electric Lighting Plants, suitable for country residences.



The Canadian Fairbanks-Morse Company, Limited

WINNIPEG	REGINA	SASKATOON	CALGARY
Montreal	St. John	Ottawa	Toronto
			Vancouver
			Victoria

returns dropped and dropped, until finally he came to inevitable disaster."

Many a dealer has gone under in just this way, and it is largely due to a lack of realizing the practical. He may be one of the best fellows you can meet, easy, happy, careless—willing to let things slide. Such men hate to be too strict in extending credit, and in a general way are "soft" in a business sense. It denotes a lack of business backbone that leads to the innumerable little leaks that will sink the greatest vessel. A man, to succeed in the

implement business, can easily be the best fellow on earth, but must also be practical, careful, exact and keen on all things relating to his business.

Words to Dealers.

In a recent announcement in the house organ of the company, C. S. Funk, president of the M. Rumely Co., La Porte, made a statement of conditions to those connected with that organization. The last paragraph is of especial

interest to implement dealers. He says:

"We must go after trade more aggressively than ever, and with full confidence in the future of the company. We must build up and protect our local dealers. This company appreciates thoroughly the importance and necessity of the live local dealer in the community. It will be our policy to support him and protect him, assist him to make the Rumely one of his leading lines and to make it profitable and satisfactory to him so far as it lies within our power."

Getting His Courage

A mouse, as timid as the rest of his kind, went frisking around a cellar and came to a pool made by a leak from a whisky barrel. He drank a little from the pool and went away. Then he came back and drank a little more. He came back and forth half a dozen times. The last time he reared up on his haunches, and said: "Now show me that cat."

No man is damaged by an action which is not his own.

A KITCHEN CABINET

.. IS AN ..

Ideal Christmas Present

YOU can easily sell enough before Christmas to give your wife one, out of the Commissions, without costing you one cent.

For a leader, and money maker, it will pay you to push the Chatham Cabinet, which is the most widely used, and best known of them all.



The Chatham Kitchen Cabinet

THE IMPERIAL is one of our newer styles and is rapidly pushing its way to the front.

While this is a most appropriate time for introducing Cabinets, that is only one of our many lines.

If you want the BEST

Buggies, Cutters,

Fanning Mills,

Scales, etc.

get the GRAY-CAMPBELL Line.

Catalogue and Full Particulars upon request



Imperial Kitchen Cabinet

GRAY-CAMPBELL LIMITED

WINNIPEG, Man.

MOOSE JAW, Sask.

Our Christmas Message

A few more days and we are again in the midst of another Christmas season, another year is passing for all of us, whether good or ill the record as we individually look back across its months.

No man in hard, unfeeling print can do justice to Christmas; no man ever could, save possibly Charles Dickens, who was the poet laureate of all Christmases. In that season the pen of Dickens loved to revel—can we ever forget his "Christmas Carol" and "The Chimes?"

The message of Christmas, as given by the undying pen of that dead author, was ever one of Joy, of Peace and Goodwill to all men; of happy family reunions and smiling faces around the fire in the old home. One can almost taste the enormous plum puddings as they read his pages, can join in the games and frolic beneath the mistletoe, and can listen to the scampering feet and happy laughter of youth.

The greatest fault with most of us nowadays is that we grow old too quickly. We live in an age of high-pressure, when every day seems to hold more than we can find time for. We forget too easily the best things in life—joy, love and laughter; and business is the Alpha and Omega of our seared souls. We get prematurely gray; we sow hurry and reap indigestion. As time slips past we get a hardened veneer on our dispositions, unconsciously, perhaps, but nevertheless we collect that shell of brusqueness and aloofness.

With Dickens, hardened, cynical old business men, like Scrooge, relented regarding their selfish and self-centered lives. They realized that their outlook on life was wrong, and the spirit of Christmas falling upon them they tried to recompense humanity—to square the account—by giving happiness to others at that season of joy.

Of course, it's an old-fashioned story, older far than any story ever author penned, older than the first plow that scratched soil. So old that each of us this Christmastide can drift back in memory to that old story of how the wise men followed a star in the east, at last laying their gifts at the feet of a Babe who lay in a manger in a village of Judea.

Whatever one believes, there is a precept in this; a knowledge that the most true way we can win happiness is by giving it.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, DECEMBER, 1913.

Forget this Christmas the cares and frets of business; forget the accounts that won't collect, the worries that accumulate. Close up that side of your soul as you close a ledger, and make Christmas a time of thankfulness. Make it a day that the children will remember, if not your own then those of others. Happiness is the divine right of childhood—God knows it is their due when we think of the cares that may lie ahead of them!

We come to the close of a year when nature has been very kind to the great expanse of Western Canada. An exceptional harvest, exceptional climatic conditions, are things for which all should be thankful. Truly financial conditions have been and will again be better, and time will build for better things all around. An old Scotch saying, and a true, is: "It might hae been waur!"

Just a word ere we complete the ninth year in the history of our publication. During 1913, Canadian Farm Implements has made a continual effort to supply the implement trade with what best meets its needs. We have published articles that covered every phrase of the business, in the store and in the territory; articles that should help the dealer in his daily duties, news of general interest to implement men gleaned from all over the continent. Next year we hope to still better our efforts to produce what is pre-

eminently a journal for those who handle farm implements—both from the standpoint of the advertiser and the retailer.

We ask your support in this respect, and we welcome any suggestion that will increase the value of the journal to its readers. Canadian Farm Implements greets every individual connected in any way with the trade—dealer, jobber, manufacturer and kindred publications connected with the business. To one and all may the oldest and best wish be granted:

A Merry Christmas and a Prosperous 1914.

May that year be a record one in the annals of farm implements and machinery, and one of prosperity for every individual connected therewith!

Reciprocal Knowledge

Although the implement manufacturer and the implement dealer have studied both the implement business and farming, what has the farmer been doing in the same line? Farming alone, with practically no studying of his implements. We do not expect the farmer to study the manufacturing business to the same extent that the implement manufacturer has studied farming, but we do expect him to know the fundamentals of machines, just as the dealer and manufacturer know the fundamentals of farming.

What Farmers Owe in Saskatchewan

A perusal of the report of the Agricultural Credit Commission for the Province of Saskatchewan, brings forth, if not entertaining reading, at least some surprising facts. Under the section dealing with what farmers owe in that province is found the fact that the largest factor in the indebtedness of the farmers of Saskatchewan is the amount which is due to mortgage companies. A conservative estimate places this in the neighborhood of \$65,000,000. For the next largest amount implement companies are responsible. The Commission is certain that from evidence submitted confidentially by only a limited number of branch offices, the total indebtedness of farmers to only six branch offices is \$15,106,726.68!

With this as a base, it is estimated that at the present time between \$35,000,000 and \$40,000,000 are outstanding for machinery in the Province of Saskatchewan.

The amount owing on agreements of sale for land is very considerable. To one company the farmers of the province owe \$5,770,000, to another \$3,622,920.

The amount due for pre-emptions, horses, store credit, lumber, bank credit and miscellaneous debts, together with that due for the purchase of land, is not less than \$50,000,000.

Consequently at a low estimate we are confronted by the fact that the farmers of Saskatchewan are paying interest on at least \$150,000,000!

The average indebtedness by each farmer is perhaps, \$1,500, and, as the average acreage of farms in the province is about 295 acres, the indebtedness is slightly in excess of \$5.00 per acre of land under occupation at the present time.

Granting that one hundred and fifty millions have to be paid for in interest by the farmers of Saskatchewan, their agricultural credit is costing them \$12,000,000 annually. The saving of only one per cent in interest would mean the saving to the agricultural communities of \$1,500,000 per year. It will readily be understood that if cheaper money could be had, better conditions would prevail all round. Payments could be made on the amortization plan, so that the total debt could be discharged in about 24 years by simply continuing to pay what they now pay for interest.

The assets of the average farm are composed of its buildings,

stock, implements and grain; and remembering that the province is still in its infancy, while many of its people have practically no resources save their willingness to work and determination to make good, things are not in so bad a shape as at first sight seems to be the case. Nevertheless the present situation can only be termed serious, and when we see the vast indebtedness of a single Western province we can readily understand the conditions which the retail implement dealer has to confront in doing business, and, furthermore, how much the farming communities owe to the implement concerns, to whom is directly due the fact that they are able to sow and reap the land which they have acquired.

Pricing Goods at Stocktaking

At the end of the year every live business man, if he does not do so at an earlier date, takes an inventory of his stock; draws a yearly balance and finds out accurately how he stands. In pricing goods for this yearly balance, owing to advances in prices and other reasons, there is a great divergence of opinion. Of course a proportion of stock on hand was purchased before the rise in the price of that particular article had come into force.

Let us assume, for the sake of illustration, that a firm has in stock at the end of the year 20 tons of wire fencing, the landed cost of which was, let us say, \$50 per ton. At the time of stocktaking, the lowest price for which the same wire fencing could be bought is \$60 per ton, and accordingly the temptation is very great to take this item of stock at the higher figure. And, remember, that this fact may apply to a great many things handled in any retail implement store.

It is obvious that if we advance the value of the goods on hand the aim or the result is to make the year's revenue show a bigger gross profit than would otherwise be the case. This result, of course, only appears on paper, for the simple reason that until the wire is actually sold and paid for, no profit at all has been realized. Again, on the profits of the year that follows on a similar volume of business, the previously inflated profits would show a very considerable falling-off, and would naturally have the result of making trade appear not so good as it should be.

For this reason it is very unwise to place fictitious values on

any line, no matter what the present value of the item may be. In selling out the business as a going concern, this rule of course does not hold good, as the vendor is naturally entitled to current market values, but this is the only exception.

On the other hand no sane business man would consider for one moment the advisability of taking the wire into stock at \$60 a ton, landed cost, if the ruling market rate was only \$50, as there again the value of the stock would be unduly inflated.

In this connection, it is advisable at stocktaking to take the goods at the actual landed cost, even if the market price at date is higher, or at a proportionately reduced rate if prices have dropped since purchase. In the former case the increase in value will show itself in the extra profit gained by the price realized when the stock is sold, making the next year's working show up to advantage.

For slightly damaged stock a fairly safe allowance for depreciation is from 15 to 20 per cent, and for bad stock a simple way is to estimate its approximate selling value, and then to take 40 or 50 per cent off the price. It is always better when pricing stock at the end of the year to err on the safe side—to undervalue rather than to overvalue the goods in hand.

Chance—and the Man

Time is the great change-bringer in the world's history, and agriculture is the most fundamental of industries. It was the first to be learned and is the last to be developed. For ages the soil was prepared for seed with wooden plows laboriously drawn by oxen, very often by the puny strength of human hands. Harrows were unknown, the work was miserably done with brush or sticks bundled together with willow withes or the thongs cut from the raw hide of slain animals. The harvest was accomplished by means of the sickle and flail. Every bushel of grain represented hours of fatigue and hard labor. Famines were frequent and occurred with remarkable regularity. Millions of people perished through lack of food. The tiller of the soil was "brother to the ox"—a mere entity unworthy of even momentary thought.

Time, change and investigation brought us gasoline and the internal combustion engine. No

one, at the beginning, had the prophetic eye to see the extent of the demand for gasoline in the future, for no man anticipated the tremendous growth of the automobile, tractor and engine.

Twenty years ago kerosene was reckoned valuable, and gasoline was a by-product. Nowadays gasoline is the necessity, while kerosene is a far cheaper commodity and confronts no great demand.

Not twenty years ago, but about five thousand years ago, a wise old prophet said words which are as true today, as they were then!

"I returned, and saw under the sun that the race was not to the swift, nor the battle to the strong, neither yet bread to the wise, nor yet riches to men of understanding; nor yet favor to men of skill: but Time and Chance happeneth to them all."

These factors—time and chance—are common to the industry and the man; they come to all and their other name is opportunity!

Apply Your Own Brains

Those who read trade publications to find specific, worked-out, complete plans applicable to their particular stores, are likely to be disappointed. All that they may expect to see in trade journals is the ground-work of plans, germs of ideas, hints and suggestions. Unless the reader has adaptability and the horse sense to work over those ideas into the mould of his own business, it does him little good to do any serious reading.

Misery and Piety

To follow the dictates of the pious people of the earth, we should inevitably revert to the gloom of pessimism and self condemnation. Being very good often means being profoundly unhappy. Good cheer and happiness are of infinitely more value to our fellow men than sermons of exhortation and the dismal groaning of many prayers.

The good God who gave us lips to smile with, muscles to laugh with, tongues to sing with, feet to dance with; who gave us a capacity for harmonies in music; who gave us a sense of humor; who gave us emotions; who gave us youth and buoyancy, love, hope, eagerness and sympathy and sensitiveness, could not have intended that we should bury these precious gifts in the depths of dark bosoms or consign them to extinction through lack of use.

Personal

The Dawson-McEwen Co., Melfort, has sold out to H. P. Naylor.

Edward T. Shera recently opened an implement business at Tribune.

J. Auchmuty, an implement dealer at Sedley, has sold out his business to S. Helfrich.

E. R. Steele, an implement dealer at Macoun, has sold out to a dealer named W. A. Harvey.

The Sayre Auto Co., Calgary has been taken over by two partners named Irving & Cottam.

S. J. Ray has taken over the implement business at Gainsboro recently carried on by G. A. Brisson.

John Purdy has enlarged the business side of Leask by opening a retail implement stand at that western point.

A. G. Peters, who carried on a retail implement business at Hepburn, has sold out his interests at that western point.

H. H. Neal, an implement dealer at MacRorie, has sold out to a couple of implement men named Gilles & Elliott.

A new firm recently started an implement business at Arcola, the names of the partners being Stephenson & Gilstrop.

J. D. Moulder, formerly cashier of the Saskatoon branch I.H.C., has been transferred to the field force of that organization.

Shaw & Hole, an implement firm at Minnedosa, have dissolved partnership. In the future A. W. Shaw will carry on the business alone.

The firm of Hodges & Ellison, MacRorie, has had a change in its management. In the future it will do business under the heading of Ellison & Doarbar.

The J. J. Fallis Hardware, Implement Co., Elbow, have sold out their interests to Clarence Brock, who will take over the business on Jan. 10, 1914.

The firm of Coates, Edwards & Gouna, implement dealers and harnessmen at Kelowna, have sold out their interests to the Kelowna Implement Co.

Two partners named Pomeroy & Lee, recently commenced a retail implement business in Kincaird, in which center we trust they will do a thriving business.

H. O'Neil, of the Calgary branch I.H.C. recently married Miss Ida Kearney. Mr. O'Neil has been credit clerk at the Calgary branch for the last five years, and we opine that Miss

Kearney considered his credit as good.

The retail implement concern at Chilliwack, who formerly did business under the sign of Maynard & Murphy, has been dissolved, the business being closed down.

The firm of Tate & McDowell, implement dealers in Irma, has sustained a change in its management. In the future Mr. McDowell will carry on the business alone.

The firm of Sutcliffe & Smith, hardware and implement dealers at Griffin has sustained a change in its management. In the future A. M. Smith will carry on the business alone.

V. A. Porter, formerly a blockman for the International Harvester Co., at Calgary was recently appointed assistant manager at the Edmonton branch house of that corporation.

The firm of Shillington Bros., who carry on a hardware and implement business in Laura, are reported to be negotiating for the sale of their hardware stock to a retailer named J. C. Gordon.

Wilkinson, Kompass & Hawkey, a heavy hardware and carriage goods supply house in Winnipeg, have made an application to change the name of the

concern to Wilkinson, Kompass Ltd.

The firm of Rasmussen & Olson, implement dealers at Stornoway has had a change in its management. Mr. Rasmussen resigns and the Olson brothers will carry on the business in the future.

A new concern recently incorporated in Winnipeg is known as the Rabbit Auto Sales Company. Prominent among the directorate is the name of Henry Rustad, the well known implement man of this city.

Saskatoon has recently seen the incorporation of a great many new local concerns. Among them is a local branch of the Metal Shingle & Siding Co., of Preston, Ont., which is capitalized at \$500,000.

H. W. Hutchinson, vice-president and general manager of the John Deere Plow Co., Winnipeg, accompanied by David Drehmer, secretary and general sales manager of the same concern, recently returned from an extended tour through the West which embraced the various branch houses of the John Deere Plow Co.

Fred Wroblewski, an implement dealer at Brunkild, paid us a visit while in Winnipeg recently. He reports business in the Brun-

kild locality as quiet, as the crop was very poor in that district, where heavy land that requires a great deal of moisture prevails. However, conditions, he states, point towards a good season next year to recompense for the past.

A new company recently incorporated in Winnipeg is known as the Canadian Bull Tractor Co. The headquarters of the company will be Winnipeg, while they are capitalized at \$1,000,000. The "Bull" Tractor is a light machine, which will be put upon the market at a low price and is claimed to possess many superior features for the small power farmer.

Robert Gray, vice-pres. and Manson Campbell, president of the Gray-Campbell Co., Winnipeg and Moose Jaw, have just returned to Chatham, Ont., after attending the annual meeting of the Gray-Campbell Co., at Moose Jaw. While in the West they visited Calgary, Edmonton and Saskatoon, also spending a couple of days in Winnipeg. Both the president and vice-president express themselves as being highly pleased with the result of the year's business of the Gray-Campbell Co., and are optimistic regarding the future business of the company during the coming year.

W. J. Thorpe, late manager of the Winnipeg branch of the Rumely organization, has recently been appointed branch manager for the Rumely interests at Billings, Montana. Mr. Thorpe, on leaving Winnipeg, was for some months connected with the sales force of the Nebraska Moline Plow Co., travelling out of Lincoln, Neb. After having enjoyed the temperate climate of Manitoba, Mr. Thorpe says that he considers the hereafter a joke when he thinks of last summer in Nebraska, when for forty days the thermometer sizzled at one hundred degrees.

H. A. Waterman has severed his connection with the International Harvester Company, to become manager of design and manufacture in charge of all the plants of M. Rumely Company. Mr. Waterman brings to the Rumely organization exceptionally wide and varied experience in the design and manufacture of tractors, gas engines, etc. As general superintendent of the Milwaukee works of the International Harvester Company, he reorganized and practically rebuilt its plant, equipped it with the most modern types of automatic machinery and developed it into what is probably the largest and most modern gas engine and tractor plant in this country.

We regret to report the death of Stephen Bull, one of the founders of the J. I. Case Threshing Machine Co., who, at the ripe age of 91, passed away at his home in Racine, Wis., on November 15. Born in Scipio, New York in 1822, he worked on his father's farm and later in the grocery business. About 1845 he associated with his brother-in-law, Jerome I. Case, in manufacturing the first threshing machines, and in 1863 the J. I. Case T. M. Co., was formed. On the death of Mr. Case, in 1891, Mr. Bull became president of the company, which position he held until 1897. Seven years ago Mr. Bull became blind after severe trouble with his eyesight.

Concentrating Effort

The writer has stood in the machine shops of a great farm machinery factory, watching a mechanic as he operated what is known as a turret lathe.

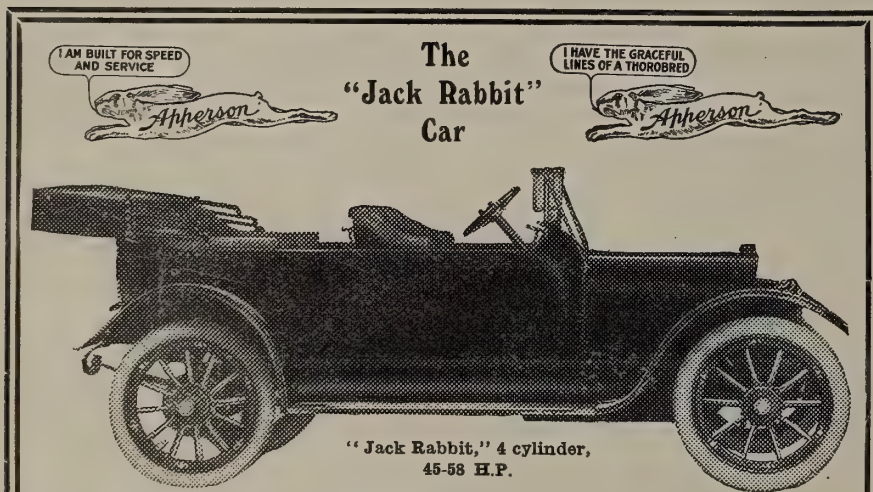
That lathe, in its mere mechanical action, held a great lesson for any business man.

On the six sides of the hexagonal turret tools and fixtures were located, each tool to do just one operation at a time—and beyond that to do no more until again required.

Firstly, a stop on one face determined the length of the metal to be used, which was fed up to the stop. A turn of the lever and a centering tool was presented, accurately centering the rough bar. Another turn of the hand wheel and a twist drill ate its way down the core of the steel. Back it came, and with another face of the turret presented, a box tool roughly reduced the bar to two distinct diameters. Another turn, and a finishing box tool machined these diameters to the correct drawing size. Another turn and a die moved forward, cut away the metal at the end of the spindle, leaving a clean cut thread; opened itself and withdrew—its operation ended. A cross slide moved forward with a cutting-off tool, and the finished, turned, drilled and threaded spindle fell into the oil pan below the lathe.

Just a simple sequence of mechanical operations, you may say. Quite true, but only one operation—one effort—was made at one time!

How many retailers try to practise this old adage of "one thing at a time and that done well?" It may be in attending to details in the office, or in pushing a sale with a customer, but it is imperative that you talk on only the one thing at one time.



THIS is the celebrated Apperson Bros. Automobile, the pioneer in the industry. It has more good, substantial, and valuable features than any other car on the market. This knowledge has been gained from 21 years' experience in building automobiles by the makers, Apperson Bros. Automobile Co., Kokomo, Ind., U.S.A.

Here are a Few of the Valuable Features:

T-head motor, cylinders cast separately and treated separately, hollow crank shaft, oiled under pressure, Apperson sliding water vein, and fulcrum band clutch.

When you compare these features with those found on ordinary cars you will realize that the above statement is true, and that we give the greatest actual value for the money.

It is to your interest to investigate this proposition and secure the agency for your territory.

Write now for full particulars

RABBIT AUTO SALES CO. Ltd.
108 Carleton Building, Winnipeg, Man.



FACTORIES where JOHN DEERE GOODS are made



DEERE & COMPANY

MODERN agricultural practice demands highly efficient farm implements at a reasonable cost. Large volume and a complete line are the only means of meeting this demand.

The magnificently equipped factories shown on this page have been brought under one management in order to give users of farm implements better service than they have ever had before.

These factories do not make competing lines, but their combined output constitutes the most complete line of implements made. It is the JOHN DEERE LINE which is used and favorably known in every civilized country on earth.

When you buy an implement of this line, you get the best that modern genius knows how to build. JOHN DEERE Implements are sold by regular dealers who are able to give the best service obtainable.



John Deere Trade Mark

The John Deere Trade Mark on the goods and the John Deere sign on your warehouse means more, in the way of protection to your customers, than all the claims and guarantees that can be put on farm implements. Back of every John Deere Implement are more than three generations of continued success in farm implement building.

John Deere goods have a national reputation that can only be built up by the successful working of the machines in the field, year after year. That is why, wherever farm implements are used, those bearing the name "John Deere" have long been the world's standard.

John Deere Factories and What They Make

Deere & Co., Moline, Illinois
Steel Plows, Cultivators and Harrows.

Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools.

John Deere Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears.

Marseilles Co., East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders.

Van Brunt Mfg. Co., Horicon, Wis.
Grain Drills and Seeders of All Kinds.

Davenport Wagon Co., Davenport, Iowa
Roller-Bearing Steel Wagons and Gears.

Dain Manufacturing Co., Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses.

Dain Manufacturing Co., Ltd., Welland, Ont.
Hay Tools and Spreaders for Canadian Trade.

Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows, Spring-Tooth Harrows.

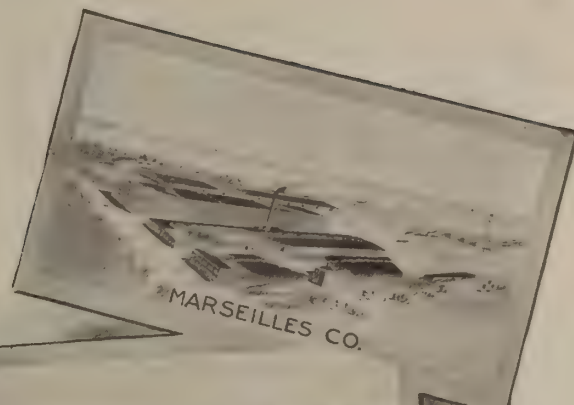
Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West.

John Deere Plow Company Branches

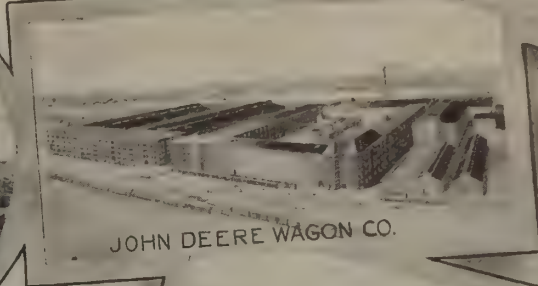
DEALERS EVERYWHERE

Deere & Webber Co.,	Minneapolis, Minn.
John Deere Plow Company	Moline, Ill.
John Deere Plow Company	Des Moines, Ia.
John Deere Plow Company	Milwaukee, Wis.
John Deere Plow Company	Bloomington, Ill.
John Deere Plow Company	Omaha, Neb.
John Deere Plow Company	Sioux Falls, S. D.
John Deere Plow Company	Kansas City, Mo.
John Deere Plow Company	Oklahoma City, Okla.
John Deere Plow Company	Denver, Colo.
John Deere Plow Company	St. Louis, Mo.
John Deere Plow Company	New Orleans, La.
John Deere Plow Company	Nashville, Tenn.
John Deere Plow Company	Atlanta, Ga.
John Deere Plow Company	Dallas, Texas
John Deere Plow Company	Portland, Ore.

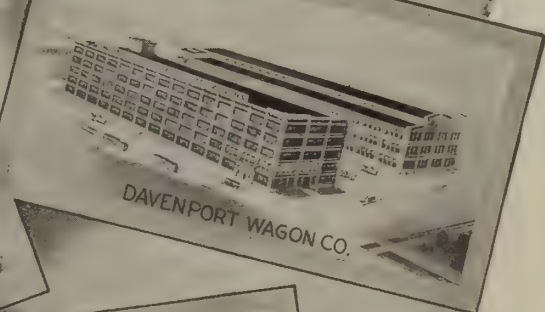
John Deere Plow Company	Spokane, Wash.
John Deere Plow Company	Boise, Idaho
John Deere Plow Company	San Francisco, Cal.
John Deere Plow Company	Indianapolis, Ind.
John Deere Plow Company	Columbus, Ohio
John Deere Plow Company	Baltimore, Md.
John Deere Plow Company	Syracuse, N. Y.
John Deere Plow Company	New York, N. Y.
John Deere Plow Company	Winnipeg, Man.
John Deere Plow Company, Ltd.	Saskatoon, Sask.
John Deere Plow Company, Ltd.	Regina, Sask.
John Deere Plow Company, Ltd.	Calgary, Alta.
John Deere Plow Company, Ltd.	Edmonton, Alta.
John Deere Plow Company, Ltd.	Lethbridge, Alta.
John Deere Plow Company, Ltd.	Welland, Ont.
Consolidated Wagon & Machine Co.	Salt Lake City, Utah



MARSEILLES CO.



JOHN DEERE WAGON CO.



DAVENPORT WAGON CO.



DEERE & MANSUR CO.



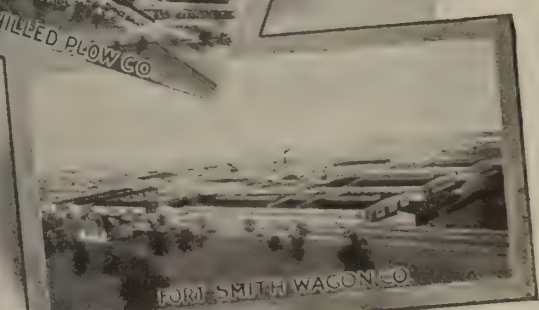
DAIN MANUFACTURING CO.



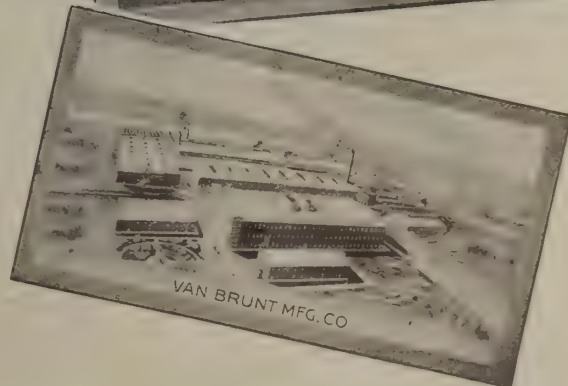
DAIN MANUFACTURING CO. LTD. WELLAND ONT.



SYRACUSE CHILLED PLOW CO.



FORT SMITH WAGON CO.



VAN BRUNT MFG. CO.

John Deere Goods Are Sold Through John Deere Dealers Only

JOHN DEERE SPREADER

The Spreader with the Beater on the Axle
The Low Down Spreader with the Big Drive Wheels

Get Quality
and
Service



John Deere
Dealers
Give Both

John Deere Spreader

The Spreader with the Beater on the Axle—
The Low Down Spreader with the
High Drive Wheels

A Revolution in the Art of Spreader Building

- 1 All driving parts mounted on rear axle. Just a wagon when out of gear
- 2 Simple in construction. Only one-third the number of parts ordinarily used.
- 3 No adjustments (usually 10 to 20 are necessary) Nothing to get out of order.
- 4 Roller bearings make light draft and insure proper lubrication of parts.
- 5 Low down, easy to load. Saves labor and backaches
- 6 Endless apron with positive ratchet feed. Cannot race going up hill. Spreads evenly and does not wear out.
- 7 Steel frame Rigid and simple in construction
- 8 Shock-absorbing spring Relieves strain when thrown in gear No sudden shocks on the horses' necks when machine is in operation.

No Adjustments
No Clutches
No Chains

Get Quality
and
Service



John Deere
Dealers
Give Both

John Deere Spreader

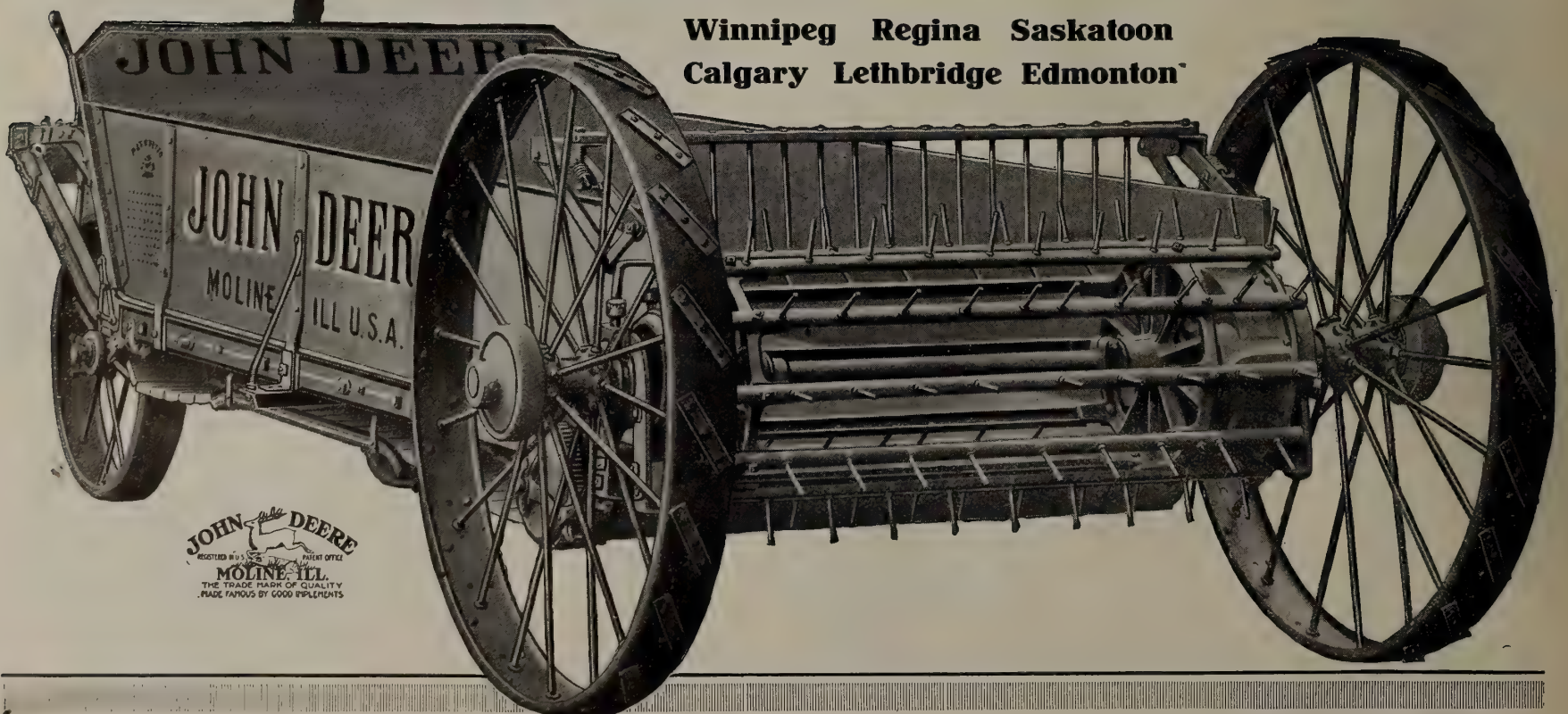
The Spreader with the Beater on the Axle—
The Low Down Spreader with the
High Drive Wheels

A Revolution in the Art of Spreader Building

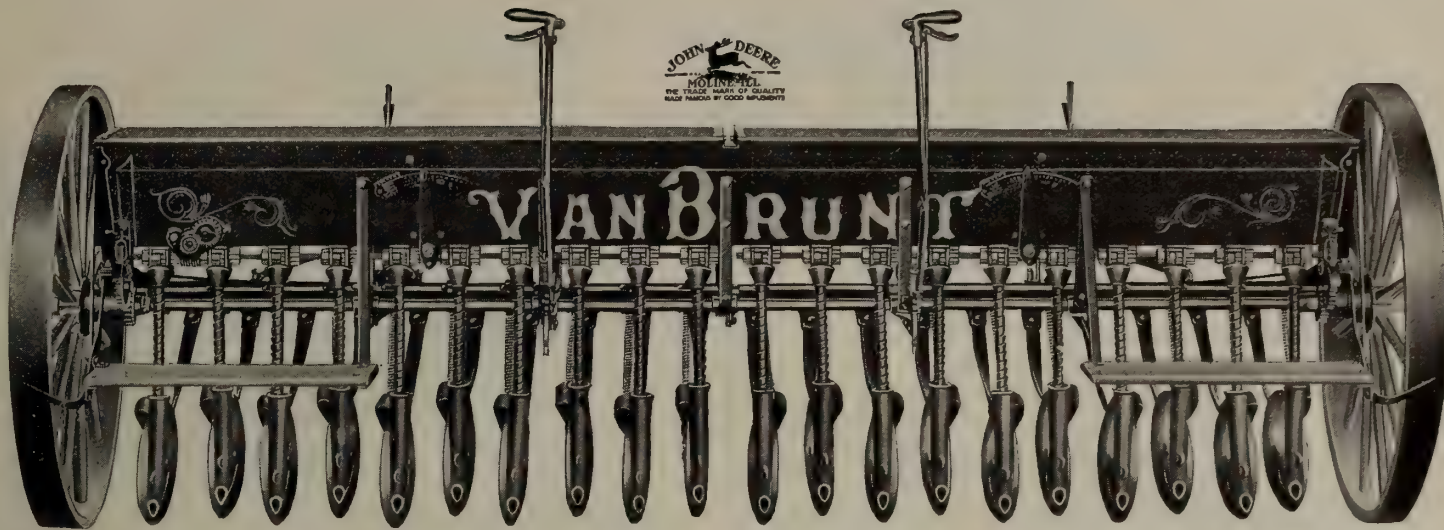
- 9 Steel beater and rake with teeth inserted by patented process. Strong and durable.
- 10 Slanting head-board makes high loading in front possible. Increases capacity
- 11 Only two levers in its operation.
- 12 Easy riding Steel seat and long double spring.
- 13 Steel eveners light and durable
- 14 Hard oilers. Insure proper lubrication of wearing parts
- 15 Self-aligning axle boxes. Axles cannot clamp or bind
- 16 No clutches No chains. No adjustments
- 17 High drive wheels Insure proper traction and light draft
- 18 Easy to assemble Easy to load. Easy to operate

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon
Calgary Lethbridge Edmonton



VAN BRUNT



THE DRILLS THAT HAVE MADE THEIR WAY BY THE WAY THEY ARE MADE

THE highest grade farm tools have always sold best and always will sell best. The farmer of today wants satisfactory service from his farm tools above everything else—and only the highest grade implements give that service.

The Van Brunt line of grain drills has been added to the John Deere line because the name "Van Brunt" stands for highest quality in the grain drill world just as the name "John Deere" stands for highest quality in plows.

The dealer who handles the John Deere line of farm implements sells that brand with the self-satisfaction that he is selling the best.

And when he sells a Van Brunt Grain Drill he has the same assurance that satisfactory service goes to the farmer with that purchase.

Van Brunt Drills are the result of years of experience in manufacture and field work.

They are built from the best material, are strong, light draft and do the highest grade of work.

Have the farmer examine the Van Brunt at your store—he'll see the many points of superiority at once.

And when he takes it out to the field you know that he'll be thoroughly satisfied with the work it does—the final proof of any implement's efficiency.

VAN BRUNT SINGLE DISC GRAIN DRILL

The strong, light weight, light draft drill. Disc Bearings guaranteed. Any that wear out replaced free

Works Under Adverse Conditions

This machine, illustrated at top of page, works in any soil that can be seeded.

It is made to operate in mud, gumbo, sticky and trashy soil without choking up and clogging.

The dealer can be assured that it will work under conditions where the ordinary drill would fail entirely. This means "buyer-satisfaction" and future business.

Single Disc Furrow Opener

Chilled iron disc bearings—won't work loose or wear out. Bearings dust proof, no oil can leak out.

Spring steel scrapers keep constant contact with disc surfaces to keep them clean.

Closed disc boots convey the seed down into bottom of furrow without being deflected by coming in contact with upward turning disc surfaces. Boots convey every kernel of seed into bottom of seed bed before any soil can drop back into the furrow. It beats the dirt.

Adjustable Force Feed

The Van Brunt Feed will handle alfalfa and flax down to 20 pounds per acre, or lima beans, peas and Russian bearded oats in desired quantities.

Feeds and distribution are uniform. Adjustable gate avoids all possibility of bunching. Feeds are opened or closed without change of gear.

Other Superior Features

Tilting levers provide for adjustment to suit different size horses.

Double feed drive—each wheel drives half the machine. Gear drive—no chains to work loose or wear out.

Automatic spring lift makes easy job of putting discs into soil.

Tight fitting hopper covers—do not warp.

These are some of the many superior points of the Van Brunt Single Disc Drill that will appeal to the farmer.

Handling a full line of the best farm implements means more and easier sales for the dealer.

With the addition of Van Brunt Grain Drills to the John Deere line, the dealer now has a complete line of the best farm tools to satisfy the every need of the farmer.

Remember, the farmer considers the best the cheapest in the long run.

An agency is valuable in proportion to the salability and reliability of the goods. Van Brunt Drills sell—and they make good

John Deere Plow Co., Ltd. WINNIPEG REGINA SASKATOON
CALGARY LETHBRIDGE EDMONTON

Phrases that Scare the Customer

There are countless farmers in Canada today who have more money in the bank than they would have to their names if a little real salesmanship had been practised on them by retail merchants. Practically every farmer has not a number of things which he has actually wanted for years, and which he has priced time and again. That he has not these tools, implements or commodities is a monument to poor salesmanship!

There are countless men who will yield to persuasion, who are susceptible to good salesmanship; and if they yield not to the full extent of their purse they will go to the last cent of their credit worthiness!

In the store the customer is greeted according to the knowledge of him that exists; in the personal if he is an old customer. A few casual remarks may possibly be passed—when the retailer, or his clerk, springs, that most hackneyed phrase of all retail stores:

"What can I do for you today?"

That phrase is as common in the store as is "F.O.B. Factory," on a manufacturers price list. In actuality it grates upon the ear of many a customer—possibly on account of the word "do"—with its connective sense with the words "being done."

A retailer opens his store, and by arranging his wares and ad-

vertising them, entices the customer into his place of business. The latter comes as the result of an unspoken invitation, yet very often he is riled by the very first words said to him by a surly clerk: "What can I do for you today." It may be grunted, yelled, muttered or numbled, but nothing can hide the uselessness of the phrase.

Cannot the salesman take it for granted that the customer had some object in view before he would have entered the cash separating establishment. Instead of bidding you a bright "Good morning"—then waiting for you to make known your wants—he shoots at you that undying phrase of all inefficient salesmen: "What can I do for you today?"

It is said in much the same tone as that used by the constable when he slips the steel bracelets upon your wrists; "Anything you say will be taken down as evidence against you,"—that revered phrase of the British bull.

Whenever the customer hears it, he instinctively shrinks into his robe of caution. Instead of bubbling over with confidence concerning his need—which was a wagon, let us say—he puts on a vast assumption of indifference and says:

"Lemme look at some of your cheap hoes." Thereafter, having made a tedious and momentous selection of a hoe, he scurries out like a scared rabbit, followed by the stock phrase, "Anything else you want today?"

Outside the customer stands and scratches his chin, often wondering why he did not say that he wanted a look at the wagons; perhaps, finally, drifting across to the store of your competitor.

A clerk should know that in nine cases out of ten the customer came in because he was obeying some impulse, was after something that he required, and not merely taking a tour through to examine the interior fittings of the establishment. He got no chance to unload his soul, to expand with the importance of his necessity, to let that clerk feel that he represented money and a sale. No, sir, his ideas were rendered chaotic, his mind made a blank by the quick fire of that familiar phrase: "What can I do for you today."

The advertising of the retailer, his windows, the location of his store, previous dealings with it,

or some fact or circumstance lead that customer through his store door. He is delivered to the retailer in a partly sold condition. The salesman should be able to gauge his mental condition to a nicety, so as to tell how close he is to the buying point, but, for the sake of all good salesmen, let him tell you what he wants in his own simple way without befogging him for the time being by needlessly asking what you can do for him today.

The talk of a salesman must be selling talk. Outside his first word of respectful greeting he should say nothing but what will further the sale of the goods requested by the customer. Don't stint your praise for the M—wagon if he asks for it; and if you can't fix him up, throw out your chest and get your head working so that you can tell him the inestimable features of your line of B—wagons.

Even though he only wants a hoe there are points to be considered. There isn't any difference in the piston displacement of hoes, except as regards their width and depth, but there is a great difference in the way hoes act. Some hoes will "scour" without a bit of trouble; others require a long course of treatment. Some have a handle that seems to mold itself to the shape of your mit; they balance, and you feel that you could eradicate every weed in Saskatchewan with such a hoe. Another hoe hefts as though you had billiard cue by the lean end. Why not recognize the niceties of scientific hoe-craft, and say:

"Well, sir, I know just what you want—a really good hoe—durable, perfectly balanced and with a blade that will scour. We have it right here."

Granting that he wants nothing more than the hoe that man will go away with the firm impression that your store is the place where all true hoe-users should go. And, when the time comes for him to buy a cultivator he will come back and will state his needs if he is not gagged by the words: "What can I do for you today."

Naturally in a small community where the salesman knows everyone—or nearly everyone—he has to be very careful not to scare trade. The old fossilized farmer from Ten-Mile Village will come in and drool and gibber for half an hour over—"thet May rain that done such a lot o' good out our way." It has no interest for you, unless as a student of ancient history, yet you must listen. For

the sake of the store don't scare him by asking what he wants. He may be after a binder; and who wants a binder from a man who wrecks your train of connected thought by snapping at you; "And what can I do for YOU today?"

You need not worry supposing that somebody else is waiting while the Old One rambles on about his May rain. They probably know him just as well as you do, furthermore they may actually be interested by his monotonous repetition. Such are the beauties of a community where everybody knows everybody else. Anyhow there is a way—if you are a proper salesman—of letting every man think he is next without hurting his feelings. Consider the barber shop in this respect. Anyhow let the customer talk on—the price of a good order is worth that much. Never rush a customer until you get his nose well inside the gate. If you have ever tried to drive a hog you will understand our meaning. Anyhow be careful of your opening chorus, for we believe that there would be few dwellers in the City Beautiful if St. Peter waited by the Gate and shot at each arriving soul:

"What can I do for YOU today?"

A Dealer who Takes Movies

Leo Stout, president of an implement concern in Fort Scott, Kansas, recently returned to his home town from a trip in Alaska. During the trip Mr. Stout took about 4,000 feet of moving pictures of Alaskan scenery, in many of the films different members of his family finding a place. He entertained his fellow citizens by showing his films in a local picture show, and also gave an illustrated lecture to the members of the local implement dealers' club. By no stretch of imagination could the word "slow" be applied to such a retail implement man.

The Intensive Farmer

It is a curious phenomenon in agriculture that the greater the number of small owners, the more rapid the ratio of increase in the value of land. The increase always begins at the bottom. The holding of a small proprietor is worth fifty per cent more than the corresponding quantity of land on a large farm. The small owner farms more carefully; he gets more out of the land because he puts more into it. Thus all real reforms in agriculture begin at the bottom.

—Gilbert Parker.



You can recommend our

Fence and Gates

with thorough confidence. There is not a better and stronger Fence made in Canada. It is manufactured from the heaviest and best galvanized wire, every rod of which we guarantee.

Write for our Price List and Illustrated Catalog and see for yourself.

THE
Great West Wire Fence Co.
LIMITED

76-82 Lombard Street, Winnipeg

Distributing Agencies:

Edmonton Alta.: Race, Hunt & Giddy
Calgary, Alta.: Reynolds & Jackson

Sell Twine That Will Bind Customers to You!

MR. DEALER:—You know the nuisance an inferior twine can be during the rush at harvest time, how it will cause hitches and delays just when time is most precious.

If you want to please your customers and bring them back for the repeat orders that pay, sell

Brantford Binder Twine

"Unequalled Strength, Unvarying Smoothness"

Every inch of BRANTFORD BINDER TWINE is automatically inspected by our own patented invention. This device corrects all imperfections that you have noticed on inferior twines.

Every ball of BRANTFORD BINDER TWINE is **guaranteed** for length, strength, uniformity and smoothness, yet you can sell this high-grade twine as low in price as inferior twines.

The quality is the kind that brings repeats—building up your trade.

OUR FOUR LENGTHS AND BRANDS

"Gilt Edge," 650 feet—Pure Manila

"Gold Leaf," 600 feet—Manila

"Silver Leaf," 550 feet—Standard Manila

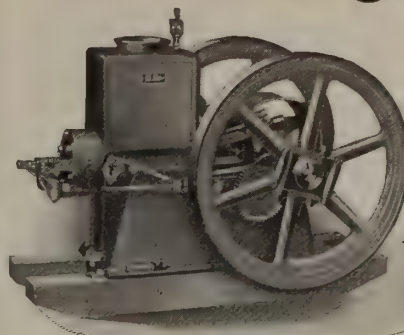
"Maple Leaf," 500 feet—Standard

WRITE FOR OUR AGENCY PROPOSITION—It will pay you.
THE BRANTFORD CORDAGE CO. LTD., BRANTFORD, ONT.

The Bulldogs Hold Trade!

The Bull Dog Gasoline Engines

made in sizes from $1\frac{3}{4}$ to 12 h.p., are a line that will bring the implement dealer profit and prestige. Of solid construction and absolute dependability, they are engines that are adaptable to general work on the farm. Their sale will mean money to you, Mr Dealer



The Bull Dog Gas Engine

Bulldog Fanning Mills

We produce a complete line of these fanning mills, which we sell on an absolute guarantee to give satisfaction in every way. These machines are built in three sizes, 24, 32, and 40 inch sieve widths.

Here is shown our 40 inch Power Mill with Wagon Box Elevator attached. This mill will elevate grain into the wagon box or into a bin 8 feet high. It is especially adapted for use on large farms.



The 40-inch Power Bull Dog Mill

LET US QUOTE
YOU PRICES

Twin City Separator Co. Ltd.
179 Bannatyne Avenue, E. Winnipeg



The "Louden" line sells itself

- Well Made.
- Well Known.
- Well Advertised.

The "Louden" line of Barn Equipments is no trouble to sell. If you want to make quick, easy profits you should start now to carry some of the "Louden" money-making specialties. The demand is growing every day.

Write for Illustrated
Catalogue to-day.

Louden Hardware Specialty Co., Winnipeg

Successful Threshing

Depends upon the Quality of the Belt

Every threshing outfit owner knows that fact. The wide-awake dealer, therefore, should handle the best belting that natural products and human skill can produce. The best belt is the cheapest in the end, whatever its cost. You have got **the Best**, and know that you will have no complaints regarding breakage or slipping, if you supply your trade with either

Lion Brand RUBBER BELTS
OR

Maple Leaf Endless Thresher Belts

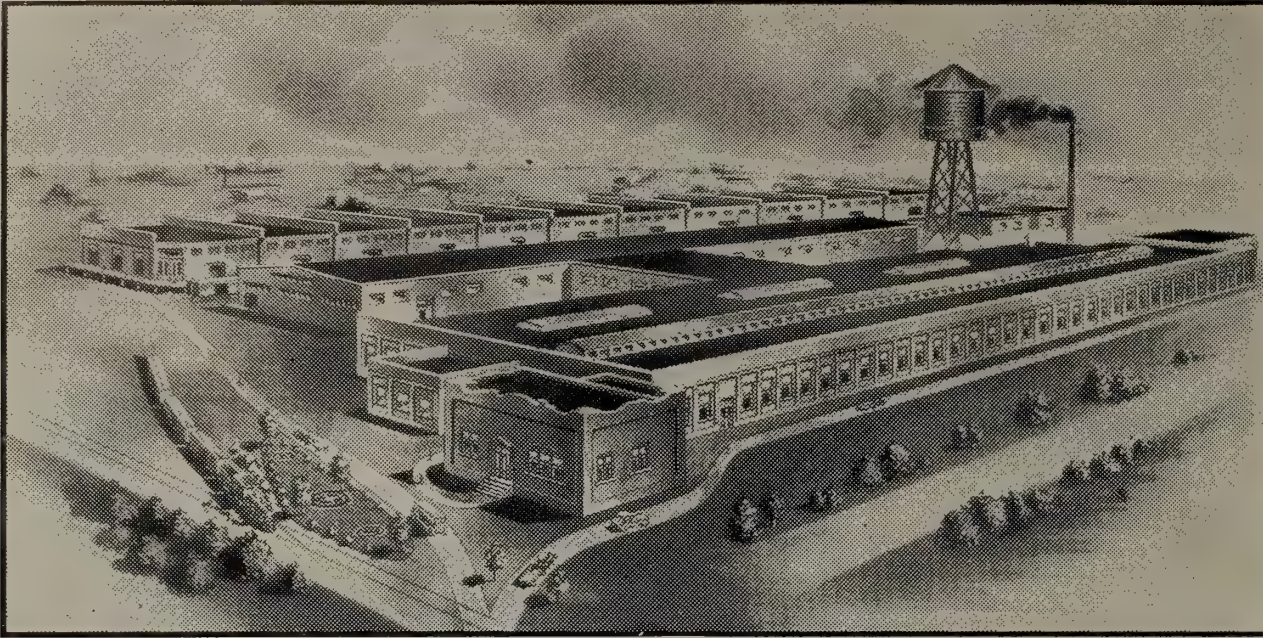
The majority of the well-known thresher companies use our belts exclusively. They should, therefore, suit your trade.

Write for full particulars

Gutta Percha and Rubber Limited

WINNIPEG Not in any Trust or Combine CALGARY

A Canadian Binder Twine Plant



The Factory of the Brantford Cordage Company, Brantford, Ont.

The accompanying illustration is a view of the model and modern works of the Brantford Cordage Company Ltd., Brantford Ont. Brantford binder twine, through its quality, has won a leading place with Canadian twine users, and the demand has been such that the above concern have recently been forced to increase their plant, with the result that now they have increased their floor space by one-third and their output by more than fifty per cent.

The export business done by the company has increased by leaps and bounds, so that of late the plant has been taxed to its greatest capacity. The company produce twine in four brands; pure manila, 650 feet; manila, 600 feet; standard manila, 650 feet, and standard at 500 feet.

Under the capable management of G. L. Messecar, the Brantford Cordage Co. are certainly forging ahead, while the recent addition to their factory and machinery places them in the forefront of Canadian twine manufacturers and should place them in a position to still further enhance their reputation as makers of binder twine, rope and general cordage.

Steel Consumption and the Individual

Although it may be hard to believe, it is a fact that the steel industry is but little beyond its infancy. As a country grows in population, with the rapidity we see in Canada, each additional unit represents an increase in steel consumption. In the United

States today every man, woman and child represent a per capita production of 700 pounds of pig iron yearly. Let us consider how women and children alone consume their proportion of pig iron. Children use steel cradles, travel in baby buggies made mostly of steel, use table utensils, the basis of which is steel; play with mechanical and other toys, many of which are either steel or castings from pig. In the cities, many of them live in apartment houses of steel skeleton construction; they travel, and share with their parents the use of steel in cars pulled by powerful locomotives, on steel tracks over steel bridges, into terminals largely constructed of steel. In the larger cities, they use elevated railroads and subways, all of steel construction. Our fair friends

use much steel in corset stays, in hat pins and in the many varied forms of wire for hat stiffeners. They share in the evenness and elegance of travel in steam cars and steamships, in automobiles, and where the horse is still employed, the carriage and buggy are largely of steel. Even out on the farm steel is found in the wire fence and the wire nail, while the mower, the reaper, the plow and all other forms of agricultural implements are of steel construction. These are but a few examples, and if the individual fails, here and there, to use his quota, the average is still maintained. Is it too much to say, that having found a material so readily adaptable to use in myriad forms, its application will be greater and its production increased?

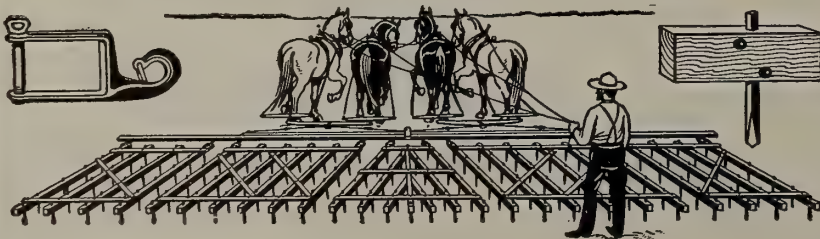
The God of Gloom

I am the power which wrecks great businesses; stops the humming wheels of the mills. I am the power in the creator of panics. I feed upon fear; flourish upon ruin. I haunt the coward, torture the feeble and kill the courage of the weak. I kill the crops, destroy confidence, and accomplish naught but what is bad for man. I am useless, foolish and but a myth, yet I am the power which man has elevated until I may be fought only by confidence. I am Pessimism.

Many a man has found himself undone from trying to do others.

A really good man never thought himself so.

Watson's are the Real "Boss" Harrows



WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design, possessing exclusive features that make them easy sellers.

These Harrows are the outcome of years of experience, they commend themselves to every farmer and give absolute satisfaction. Send for our new catalogue, it will interest you. This is our full line.

Feed Cutters (seven styles)

Farm and Bush Sleighs

Wood and Pole Saws

Root Pulpers

Channel Steel Harrows

Whiffletrees

Harrow Carts

Grain Grinders

Wheel Barrows

Light Delivery Sleighs

Boss Steel Harrows

Warehouse Trucks

Roller Crushers

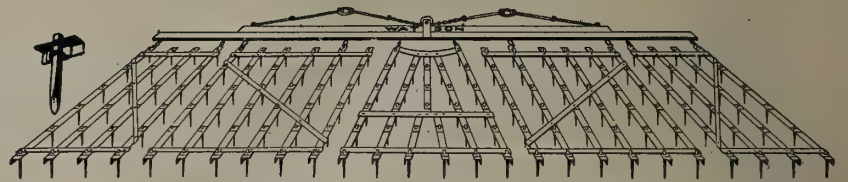
Horse Powers

Pulverizers

Bevel Jacks

Tooth bars are of angle steel, cross bars all channel steel. Teeth are held individually by steel wedges, are dagger shaped with the edges directly in line of draft. Are fitted with a pulley hitch evener. Light draft—24 feet in width.

WATSON'S STEEL BOSS HARROW



WE ALSO
HANDLE

Heider Eveners, all sizes, and Janesville Gang, Sulky and Walking Plows,
Disc Harrows, etc, also Repairs for all Moline Implements.

WRITE FOR OUR PROPOSITION

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STS., WINNIPEG

Stone Boat to Spring Seat

Recently a homesteader drove forty miles across the prairie to Neville, Sask., his means of conveyance being a stone boat with the home-made trade mark upon it and a bag of oats as a cushion. A team of oxen furnished the haulage scheme of things. This homesteader had come to town on his semi-annual shopping excursion, and on hitting the trail back for the homestead he was proudly esconced on the spring seat of a new wagon, while behind him were a load of small tools, a gang plow and 200 lbs. of binder twine. The stone boat he kept as a relic for posterity, and we do not doubt that he thanked Allah that such a thing as an implement store existed.

Encouraging for Retailers

In a recent report by the Saskatoon Board of Trade, the following comments appear:

Interviews with country merchants at various points throughout this district reveal the fact that all are very much encouraged at the way in which farmers are meeting their store and other bills. Arrears are being wiped out on every hand; and there appears to be a growing tendency on the part of farmers to abandon credit in favor of cash. The whole situation is entirely satisfactory.

New Branch for Minneapolis Concern

The Minneapolis Steel & Machinery Company, who have, heretofore, been handling their business in the Canadian West from Minneapolis, along with a branch in Regina, have decided to open a general office for the company in Winnipeg in order to take care of their interests in the West. The branch office at Regina will still be maintained as aforesaid.

C. H. Stinson, general sales manager of the company, while in Winnipeg recently, completed arrangements to this end, whereby Mr. L. L. Brockett, has been appointed Canadian manager for the Minneapolis concern. The last named gentleman has engaged C. F. Leif, formerly manager of the thrasher lines of the Emerson-Brantingham Co.'s, Calgary branch. Mr. Leif will make Calgary his headquarters and will take care of the Albertan trade of the Minneapolis Steel & Machinery Co.

A corps of first-class salesmen have been engaged who will assiduously go after the trade in western territory. The Regina office of the concern will be in charge of John Gibney in the future. These new arrangements of the Minneapolis concern should greatly increase their business possibilities in the West, and, under the management of Mr. Brockett, should reap a great benefit through this extension of their West Canadian business.

A New Manufacturing Concern

In a recent issue we made a brief note of the fact that the Royal Farm and Machinery Co. of Manitoba had secured a free site of 10 acres in Prince Albert, and had located in that centre. From a recent report we learn that the company will at once proceed with the erection of a factory and plant, in which they will produce all kinds of farm machinery, from a cutter bar to a complete binder. They will invest \$100,000 in the plant, and will commence operations with about forty workmen. The head-quarters of the concern have been transferred from Winnipeg to Prince Albert.

P. & O. Handle Ann Arbor Goods

The Parlin and Orendorff Co. and its branch houses has taken a contract to handle all lines of hay balers made by the Ann Arbor Machine Co., Ann Arbor, Mich. Among other goods in this hay machinery line are motor presses of 20 and 35 h.p., either with steam or gasoline power; horse power balers. Ann Arbor "Easy Pulls"—a one horse full sweep press.

A Valuable Book on the Gas Tractor

Victor W. Page, M.E., the well-known author on books covering the construction, maintenance and repair of the internal combustion engine and the automobile, has recently published a book of the utmost value to every farmer, implement dealer or machine man; to anyone connected in whatever way with the gas tractor. This volume, "The Modern Gas Tractor," is the most complete treatise on the different types of gasoline, kerosene and oil tractors that we have had the pleasure of perusing. It contains nearly 500 pages and has over two hundred illustrations; sectional drawings, detail photographs and general views of every

conceivable portion of the tractor. Complete instructions are given for the care, operation and repair of the tractor, and its application to farm work contains a wealth of information for tractor owners or for those who purpose purchasing one of these labor savers on the modern farm.

Throughout its pages, the different data covered is couched in the most simple language, easily comprehensible by the ordinary individual, and all technical phrases of an abstruse nature are eliminated. In every respect the book is up-to-date—covering as it does the features of practically every American tractor upon the market. The section on simple hitches for working various implements in combination is one of the most valuable pieces of technical literature any power farmer could have. The book is excellently printed and gotten up, and is attractively bound. It costs only \$2.00, and can be procured from the publishers, the Norman W. Henley Publishing Co., 132 Nassau St., New York, or from the offices of this paper, 812 Confederation Life Bldg., Winnipeg.

It is said that some insects reach maturity within thirty minutes after birth, but some specimens of mankind do not mature in thirty years.

"Another year has rolled around, another milestone past;
Another wish we send this year—just the same as last."



A Very Merry Christmas
and a



Happy and Prosperous New Year

¶ We wish to extend to our numerous friends in the Implement Trade our thanks for their patronage during the year 1913, and we hope that through our dealings we have been able to help you, as our motto is:

If we help you, you will help us.

¶ We are now compiling a new catalog of Implement Specialties—Money works for those who handle them—which will be ready for mailing shortly after the New Year.



¶ Be sure to ask for one of these. If you don't we both lose; if you do we both gain.



D. Ackland & Son, Ltd.

CALGARY

WINNIPEG

EDMONTON

A Farmer Criticizes Canadian Binders

There is a class of man who is a chronic kicker against conditions in his community, and another type, of a more virulent nature, who is continually harping against the quality of goods produced by the factories of his native land. Obviously such a man is lacking in the primary principles of patriotism, and usually in the rudimentary foundations of what we call common sense.

Such an individual lives in Lennoxville, Quebec, and in a recent letter to the Journal of Agriculture he raises his voice aloud in an attack upon the construction of Canadian made farm machinery, in a series of misleading statements which cannot lightly be passed over by any Canadian publication connected with the farm machinery business.

We give his letter in the fullness of its erroneous criticism, leaving it to the dealer who handles farm machinery to decide for himself its value:

The Editor, Journal of Agriculture,

Dear Sir:—Will you kindly give me a little space in which to criticize the agricultural machinery in use in Canada today.

Now, sir, in my opinion there are no people in Canada humbugged as badly as is the farmer. We are forced to pay about 25 per cent more for our agricultural machinery than does the American farmer, and we get a very inferior article. Even the same machine that is manufactured in the United States when made in Canada is BUTCHERED through slovenly manufacture. Our machinery as it is today, in most cases, is a splendid patent, ruined by inferior manufacture, owing to greed on the part of the machinery combine.

I contend that we have not a machine fit to put into the field. Take the binder—an indispensable machine. When properly made it is a pleasure to run, but today ours is ramshackle.

The pole on that heavy machine is soft wood, because it is five cents cheaper than hardwood. The hitch to the

machine itself is so slim that it sways from side to side and makes it hard to draw or manage, and the needle is put on so badly that it misses about 10 per cent. The rods that hold the frame together between the aprons are too small, bend like hay wire, and allow the pressure to come upon the hard wood rollers until they bury themselves in the frame. At the time of manufacture it would cost perhaps three cents more to put in a half-inch rod which would materially strengthen the machine, and would not make too big a hole in the dividends. The principal bolts holding on the frame are in many cases too small, with no lock nuts. These are getting loose constantly, and when they have to be tightened the heads are either round or put in such a way that they cannot be tightened.

Many times after starting a new machine, after thoroughly oiling and going a few times around, a box will heat, and only this spring I found the cause to be in four cases that the oil holes had not been cleaned out and were full of casting sand. The same will pertain to all classes of Canadian-made machinery. The combine is looking for dividends only, and as long as it is our privilege to give them protection, we have the privilege to criticize.

The neckyokes on all the machines are too small, and if used will ruin the horses. The whiffletree is only long enough for a Shetland pony, and if used with our large draft horses will crowd them to the pole, will wear their legs, and is positively dangerous. I am obliged, with my horses, to take off both whiffletree and neckyoke. There is no sense in the farmer putting up with this hold-up, as he is the man that pays the dividend, and the man that pays the protection.

The Eastern Agricultural Association, that holds its annual fair in Sherbrooke, have from time to time invited the agricultural implement manufacturers to exhibit, and they, since the combine, have always refused to do so. They say in one letter that owing to a friendly agreement they cannot exhibit. Now, I think that is going a little too far for a company or companies who are looking to the farming public for a charitable handout of about 25 per cent annually, not to come and exhibit at the Fairs. I feel that there is some other reason, and that it is because they are making such a cheaply gotten-up machine at the present time that they do not want it to come under the limelight.

Sincerely yours,
J. H. M. PARKER,

Willowdale Farm, Lennoxville, Que.

Sometime ago the U.S. Government made an investigation into the prices paid for binders in foreign countries, publishing the results in the Daily and Consular Trade Reports which we receive in this office.

These reports show that the American farmer buys a 6-foot self-binder for about \$125, the same machine being sold abroad as follows: Great Britain, \$135.16; France, \$173.70; Germany, \$203; Denmark, \$167.50; Sweden, \$160.80; Southern Russia, \$168.95; Northern Russia, \$180.25; and Western Siberia, \$187.98. The same difference in price also appeared in the case of reapers, mowers and rakes. Furthermore the wholesale price charged and received by the American manufacturer was greater on the exported machines.

A well-known firm in Toronto who specialize in the manufacture of binders would sell the writer of the letter a six-foot binder for \$127, delivered at his own station, set up and ready for use, also would only ask payment in October following the purchase. This seems reasonable compared with the alleged 25 per cent extra charged the Canadian farmer for his binder—which, according to Mr. Parker, must cost about \$156.30. He also gets a better price than do farmers in the foreign countries above mentioned.

In his contention that "we have not a binder fit to put upon the field," it seems strange that foreign trade is continually satisfactory and increasing, while the Massey-Harris—a Canadian made binder—sells in Great Britain for \$10.00 more than any other binder. Again, the International Harvester Co. and the Massey-Harris Co. make practically 90 per cent of all the binders sold in the world. The latter Canadian concern sells binders in every grain-growing country in the world, their export trade being greater than their domestic trade.

Taking any of the farm machinery manufactured by Canadian companies such as the Frost & Wood Co., Cockshutt Co., Massey-Harris Co., we are of the opinion that it will stand comparison with the construction of any farm machinery manufactured anywhere in the world. We do not think for a moment that the I.H.C. would concede that their goods made in Hamilton were in the slightest degree inferior to those made, for instance, in Chicago. In condemning the binder pole as being of soft wood, it may be interesting to learn that southern pine, from

which these poles are made, is more expensive than maple, and in a given length stands a load of more than twice that of oak. In actual test an oak pole of the same cross section broke at a weight of 2,580 lbs., the southern pine pole breaking at 5,300 lbs. Southern pine has a greater tensile strength than has either hemlock, white pine, red or white oak or chestnut. And tensile strength is the essential factor in pole material.

Every man who has been in a modern farm machine factory knows the stringent tests which every component part must undergo. Every binder is tested for knotting, and all the parts are tried out at different speeds. Every melt of iron in the foundries is tested three times, and the castings are also tested for strength. Every component part is thoroughly inspected by competent mechanics. Lastly, as every dealer knows, the binder is completely set up for the purchaser. The whole denunciation of Canadian farm machinery as published in the Journal of Agriculture is puerile and groundless, and emanates from a man not only deficient in patriotism, but lacking in ordinary common sense.

Rumely Offices Removed to Chicago

The Executive Offices of M. Rumely Co., and of the Rumely Products Co., Inc., were removed from La Porte, Indiana, to Chicago at the close of November, and the clerical help attached to the same will hereafter be in Chicago along with the following officials.

C. S. Funk, President; M. R. D. Owings, Operating Vice-President; H. A. Waterman, Manager of Design and Manufacture; J. M. Robinson, General Sales Manager; J. S. Witmer, Asst. Sales Manager; B. G. Baker, Asst. Sales Manager; Leo M. Rumely, Foreign Sales Manager; V. E. Bush, Sales Office Manager; C. P. Holton, General Purchasing Agent, also the entire Purchasing Dept. and the Legal Dept.

J. H. Guy, Financial Vice-President, and all of the other departments at the general offices will remain in La Porte as at present until further notice.

The new Chicago headquarters will be on the 16th Floor of the Continental and Commercial National Bank Building, at Clark and Adams Streets, and were open for business Monday morning, December 1st.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than
any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000.

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont.,
Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta.,
Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

Your Success

Is measured not only by your own personal reputation for square dealing and fairness but by the reputation of the machinery and implements you handle.

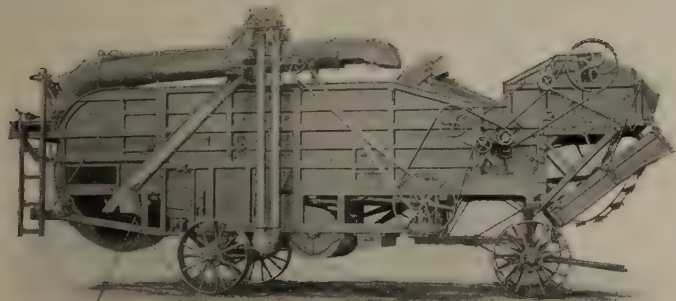
Do you exercise the same care in selecting your various lines TO SELL that you would TO USE? Can you say to your customer, "This is the machine I would buy in preference to all others," and then show him

WHY?

Do you consider the AGGRESSIVENESS and PROGRESSIVENESS of the manufacturer before contracting to handle his line?

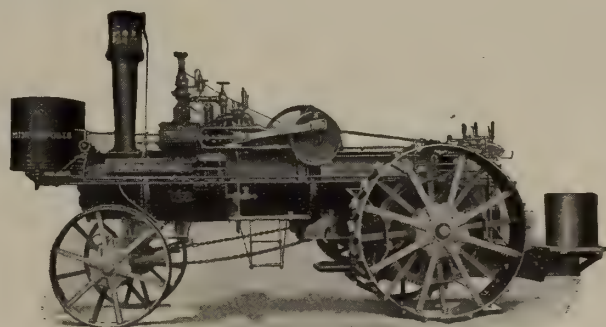
Aggressiveness

In advertising and assisting you in the many known ways to effect profitable sales.



Progressiveness

In keeping his line up to the very highest state of perfection and satisfying qualities.



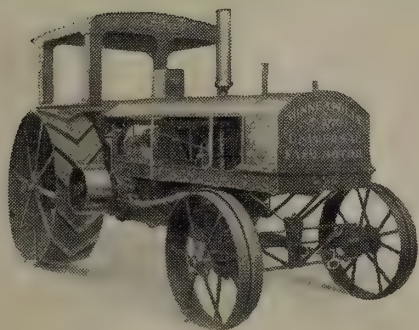
The Ever Increasing Popularity of

"The Great Minneapolis Line"

Makes the Minneapolis 1914 Agency a valuable asset

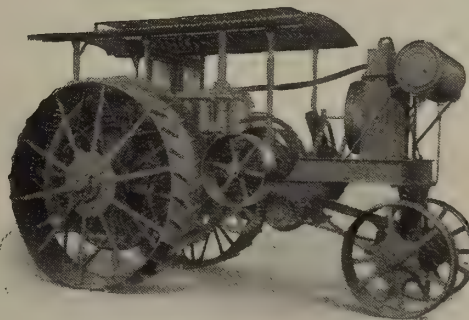
Reliable Dealers Wanted in Unoccupied Territory

Your
Inspection
Invited



**Minneapolis
Machinery
Satisfies**

Your
Comparisons
Welcomed



Farm Motors
Steam Engines
Accessories

Automatic Power Lift Engine Gang Plows
Threshers
Supplies

Built and Sold by

The Minneapolis Threshing Machine Company

Hopkins (West Minneapolis) Minnesota

Branches at REGINA and WINNIPEG

Economy and Perception

The sense of perception of relative values is easily dulled. The man who deals in figures running into hundreds of millions soon loses respect for a single unit. The man who does \$500,000 worth of business a year is apt to give less consideration to the sufficiency of the return from an expenditure of \$100, than a man who does a business of \$10,000, but in both cases a dollar wasted is a dollar lost. Small things are not always of small importance, and convenience is not always a synonym for economy. The telegraph and the long distance telephone, owing to their convenience, are constant temptations to misuse. A letter used in the place of a message may substitute a cost of two cents for one of two dollars. It is like making a postage stamp do the work of a two-dollar bill—it does it a little less quickly, but in many cases no less satisfactorily.

—R. C. Haskins, I.H.C.

Convention of Agricultural Engineers

On Monday, December 29, the American Society of Agricultural Engineers will hold its seventh annual convention in the Great Northern Hotel, Chicago. Three days will be covered by the business of the society, including the reports and addresses given below. All enquiries relative to the society and its work and scope should be addressed to the secretary, I. W. Dickerson, Urbana, Illinois, who will give full information to any interested individual. The main features of the

convention, and the speakers, are as follows:

Monday Afternoon—Seed Improvement Session

Report of the Winnipeg Grain Cleaning Contest. C. F. Chase, Agricultural College, North Dakota.

Methods and Benefits of Grading and Cleaning Grain. Dr. H. E. Horton, Agronomist, Am. Steel & Wire Co.

Business.

Monday Evening—

Farm Sanitation, with Special Reference to Water Supply and Sewage Disposal. Paul Hansen, Engineer. Illinois State Water Survey.

Tuesday Morning—General Session

The Design of Permanent Farm Buildings. E. S. Fowler, Universal Portland Cement Company.

Standardization of Wagon Wheels and Tires. E. Parsonage, John Deere Wagon Company.

Concrete in Drainage and Irrigation. C. W. Boynton, Universal Portland Cement Company.

Business.

Tuesday Afternoon—Motor Contest Session

Small Motor Applications for Farm Work. C. J. Rohrer, General Electric Company.

The Five Winnipeg Motor Contests, and lessons to be drawn from them.

Report of the Committee on Rules for Motor Contests.

Report of the Committee on Proposed Motor Contest in the United States.

Business.

Tuesday Evening—Banquet

Address, C. R. Richards, University of Illinois.

Wednesday Morning—Teaching Session

Extension Work in Agricultural Engineering. F. M. White, University of Wisconsin.

Student Laboratory Efficiency. J. B. Davidson, Iowa State College.

France Institutes Monster Motor Competition

According to a recent press bulletin from Paris, M. Clemental, the Minister of Agriculture in France, has decided to institute a mammoth agricultural motor contest, which will last three years. In this contest will be determined the merits of the various French power engines run by steam, oil or any other means. The contest will take place at the Agricultural School at Grignon, and will be judged by a jury of agricultural experts from the different agricultural societies of France. A detailed report will be given, both from the point of economy and results. In many districts of France power farming is being pursued, the farmers working on a co-operative basis. When we consider the ten days or so necessary to cover the Winnipeg Motor Contests we must come to the conclusion that for going into the question thoroughly the French, in the three years, should come to some decision on the matter.

Time in Setting Up a Gang Plow

An interesting test was recently made at the Minnesota State Agricultural School when the students held a competition in setting up a standard engine gang from the knocked down condition

in which it is shipped from the factory.

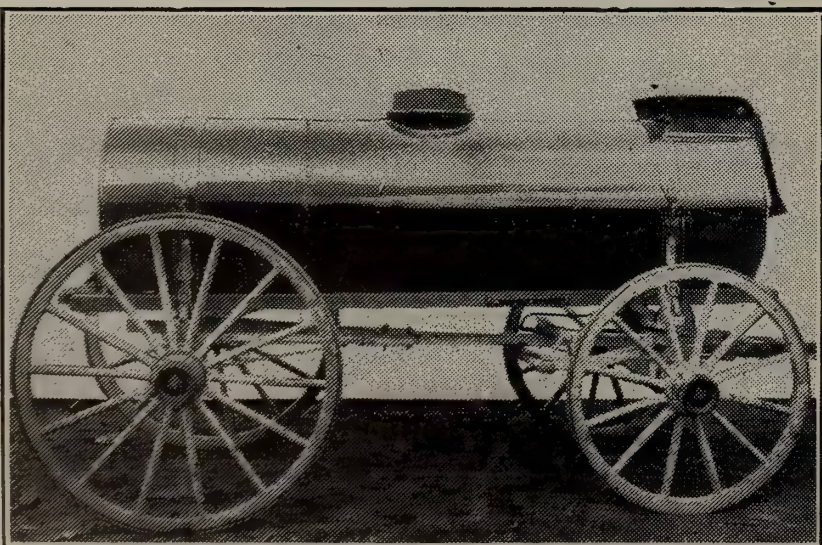
The winning student, Carl A. Larson, did the job in 2 hours 31 minutes. Last year in the same competition by the students the time taken was only about one and a half hours, but the mistakes were far more numerous. Larson had only four points against him for errors made during erection.

For an Advertising Idea, \$1,000

Advertising and Selling, the New York magazine, is offering a prize of \$1,000 cash for the article which will do most to push forward the development of advertising or selling. The award is to be made at the advertising convention at Toronto, the decision to be made by the awards committee of the association. Full information may be obtained by anyone desiring to compete by addressing the publishers, at 95 Madison Avenue, New York. It is very possible that some country salesman, instead of some professional advertising man, may secure the prize.

Lecture on Steel Fence Posts

J. G. Wright, an enterprising hardware and implement dealer of Hebron, Neb., recently issued invitations to his customers and others of his locality to a lecture on steel fence posts which was given in a local theatre, Nov. 19. A lecturer from the factory whose product Mr. Wright handles delivered a stereopticon and moving picture address, which was highly appreciated. The lecture, Mr. Wright reported, has resulted in a number of sales and inquiries.



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks that Sell!

We are Specialists in the construction of Steel Storage and Wagon Tanks, whether for Water, Oil or Gasoline. Our

Western Standard Tanks

are the last word in Sheet Steel Tank construction.

Our prices and discounts mean money to the dealer who handles our line.

Come and see us when in Town or write for our proposition to dealers.

RED RIVER METAL COMPANY, WINNIPEG 51-53 AIKINS STREET

THE ENTERING WEDGE TO GREATER PROFITS

DO you want to add a generous increase to your yearly profits? Profits that you can make with no greater expenditure of time and effort than you now give in closing small deals? Profits that will exceed any you have heretofore enjoyed? If you DO want these extra profits, you'll find it to your advantage to "push"

HART-PARR -OIL TRACTORS-

And "SELF LIFT" PLOWS

"The Standardized Line"

We are the pioneer builders of gas and oil tractors. Our line is today recognized everywhere as the highest achievement in efficient economical farm power equipment. For many years the thorough reliability of Hart-Parr Oil Tractors has been a "buy word" throughout the big farming centers. With the addition of the light but powerful Hart-Parr "27" B. H. P. Tractor and Hart-Parr "Self Lift" plows, we are now prepared to offer the dealer a complete line of tractors and plows for farms of 160 or more acres.

But what you are interested in most is the constantly increasing demand for Hart-Parr products and the excellent opportunity they offer the dealer to make quick, easy

profits, without a "come-back" in the way of complaints or dissatisfied customers.

The great Hart-Parr plant has a world-wide reputation for economical, reliable production. Our system of manufacturing is so thorough and trustworthy that we are enabled to deliver power equipments to the farmer at unusually fair prices, yet allow you, the dealer, a very generous profit on our line.

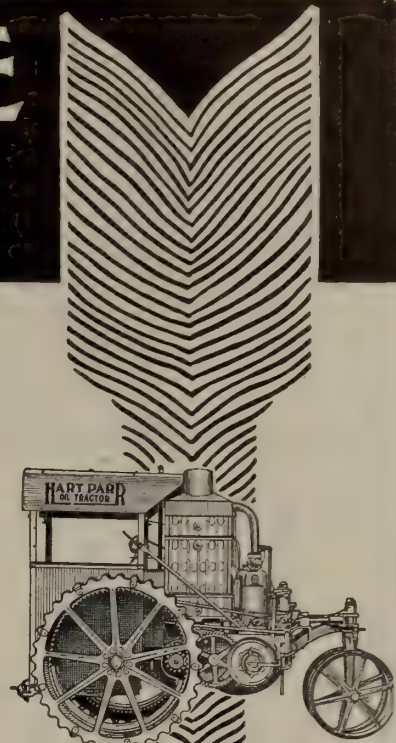
Weigh the foregoing carefully. Then consider the extensive advertising we do—our ads. appear regularly in over 60 of the best farm papers. Then think of the intelligent, carefully planned sales helps we offer and you will concede that the Hart-Parr line is the easiest for any dealer to sell.

Write for Our Latest Dealer's Proposition

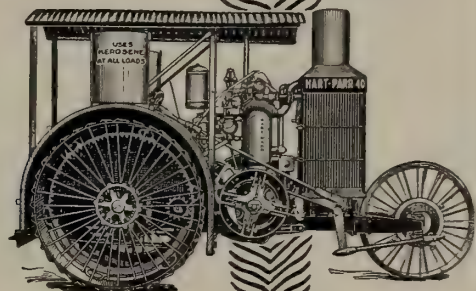
To dealers who appreciate this golden chance, we offer a most liberal commission contract. And when you handle the Hart-Parr line it means substantial profits for you. So don't put the matter off—send the coupon now—get full details—then decide whether you can afford not to push the sale of Hart-Parr Oil Tractors and "Self-Lift" Plows. The coupon will bring our plan in detail. Please mail it today.

HART-PARR CO.

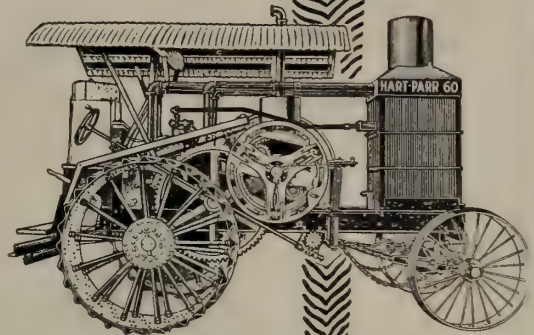
36 Lawler Street, Charles City,
Iowa, U.S.A.



Hart-Parr
27



Hart-Parr
40



Hart-Parr
60

COUPON

Date.....

HART-PARR CO.,
36 Lawler Street,
Charles City, Iowa, U.S.A.

Gentlemen: Please mail me your catalog and full details of your liberal, attractive 1914 dealer's proposition.

Name

City

County

Province

The Cost of Catalog Production

In a recent address to a retail dealers' association, E. S. Ralph, advertising manager of the American Seeding Machine Co., gave some very forcible facts regarding the production of catalogs—also regarding the waste that continually goes on in the retail store in connection with advertising literature. It may be that the

manufacturer has not educated the dealer as to the cost of producing catalogs, booklets, folders, etc., yet he is a shortsighted business man who throws away his advertising matter often without even looking through the pages. By studying catalogs and advertising literature generally the dealer can greatly enlarge his own business perspective, and he ought to provide for all such literature

a proper filing and preserving system. Mr. Ralph said, in part:

"The impression seems to have been that 'printed matter is cheap; that it don't cost anything.' I have heard that statement made many times. I hold in my hand a catalog of which there were 120,000 issued—a pretty good sized edition. I am going to tell you what that catalog cost per copy, and why.

"The cost of that catalog was 5 cents each. You would not believe it at first thought, would you? First, the artist designed the cover and painted it in colors. For this he charged \$120. Then the engraver made the cover plates which were \$160 more. Then six sets of electrotypes were made at a cost of \$35. Now that is only the start of this catalog. Drawings and engravings of every machine and every part had to be made from photographs. Then the copy had to be written, the type set and the catalog printed and bound.

"I have known of many cases where a dealer who sells not more than half a dozen grain drills in a year has asked for 100 copies of that catalog, thinking, of course, that the cost was only a few cents at most.

"Many requisitions for advertising matter come to the manufacturer that cost from \$10 to \$15. Every manufacturer wants you to have all the printed matter you need. He doesn't want you to think him stingy. All he wants you to do is not to waste it—not to order more than you really can use to advantage, and not to let it lie around back of counters unopened, kicked around, wet down every time the boy sprinkles the floor preparatory to sweeping, until the advertising matter is so filthy that to give it to a prospective customer would be an insult sufficient to lose the sale of the machine in question.

"Remember this: Some one is obliged to pay the bills. Advertising matter is as much a part of the cost of an implement as is the iron and steel used in its construction.

Her Answer

Said a careless young lady named Anna,
When she stepped on an empty banana,

"Now what do you see
That you stare so at me?"

And the bystanders shouted "Hosanna!"

Massey-Harris Publications

We recently received three publications from the Massey-Harris Company, in which they cover the main features in their comprehensive line of farm machinery and implements. One booklet is devoted to Verity plows—walking, sulky, engine gang, etc.; Verity pulverizers and packers, land rollers, cultivators and barrows.

The second volume of the trio covers in an excellent manner the full line of farm engines manufactured by the Massey-Harris Company, which vary in size from 1½ h.p. to 20 h.p. and are made in skidded, truck, portable, sawing and other types. This booklet is gotten up in excellent style and is profusely illustrated by very fine photographic reproductions and sectional drawings of the complete engine and its component parts. It contains a great deal of sound technical information of the utmost value to the trade. A series of sketches tastefully executed depict the many adaptations of the power engine to the modern farm.

A general catalog embraces practically the full line produced by the company, covering binders, mowers, reapers, harvesters, rakes, hay machinery, cultivators, seeders, drills, harrows, ensilage cutters, cream separators, etc., etc. This volume contains nearly one hundred pages of printed and pictorial matter, and is replete with very fine colored illustrations. A series of very useful hints are given at the end of the catalog. The three books reflect the greatest credit on the publicity department of this widely known farm machinery concern, and should be a valuable adjunct to the files of their many Western agents.

Facts that Affect Loans

While very few retail dealers may be regular borrowers from the banks, any who have occasionally to negotiate a loan may wonder as to what points the banker or broker lays most stress on in dealing with the request. Before he constitutes what is considered "a safe risk" the financier considers the following details:

Is the business of the applicant a good, substantial one? Has the applicant enough capital ordinarily and under usual circumstances? Is the management of his business capable and energetic? Does his financial statement show a good proportion of quick assets to current debts? Are the quick

The Way To Go East—

Reliable connections at Minneapolis and Saint Paul. Superb Trains to a World admired Terminal.

Leave
St. Paul
8:30
A. M.

Ar. Chicago 9:00 p. m.

FAMOUS NORTH COAST LIMITED

Leave
St. Paul
9:45
A. M.

Ar. Chicago 10:15 p. m.

NEW ALL STEEL
NORTH WESTERN SPECIAL

via the



To CHICAGO

Across Wisconsin to Milwaukee, along the shore of Lake Michigan to Chicago. Three fast evening trains to Chicago. New all steel North Western Limited, the finest train in America today. Double Track-Automatic Safety Signals. Arrival Chicago is in the Great and Famous Passenger Terminal—in the heart of Chicago.

Two Daily Trains from Duluth to Chicago

Tickets may also read via Duluth and St. Paul to Chicago

Excursion Fares to the East

Our special pamphlet and complete travel information upon request

W. R. S. Cameron..... General Agent | 333 Main St.
John H. Phillion..... Passenger Agent | Winnipeg,
L. L. Lawler..... Traveling Agent | Man.
E. R. Cunningham, Traveling Agent..... Saskatoon, Sask.

assets really quick? Are the accounts and bills receivable for a short time being constantly turned over? Do the accounts receivable bear the proper ratio to the merchandise on hand? In other words, is the applicant converting his merchandise into accounts receivable and not allowing it to accumulate on his floors and on his shelves? Is the applicant carrying enough cash balance to be on the safe side?

Is the physical portion of the business in good shape? Is the depreciation on the permanent investment, such as store property, for instance, taken care of? Does the prospective borrower take care of his trade obligations promptly and satisfactorily? Also, does the applicant conduct his relations with his bank or banker in a satisfactory manner?

Twine Co. Changes Name.

The International Flax Twine Co., St. Paul, Minn., one of the auxiliary institutions of the International Harvester Company, has been rechristened the St. Paul Twine Co. This company has been experimenting for a number of years with flax twine, but last year abandoned the manufacture of that product. Hereafter only hard fiber twine will be produced, hence the change of name. The capacity of the plant has been increased.

Instructing Your Help

In almost all stores the education of the salesman is an accidental catch-as-catch-can sort of process. He is expected to pick up the art of selling by making mistakes first, for which he is

brought upon the carpet to be reprimanded. Why not use the means and take the trouble to provide him with a course of instruction, practical and thorough, which will prevent the expected and common mistakes always occurring, and which are the cause of the loss of many customers, and so much present and future profit?

L. W. Ellis Joins Holt Mfg. Co.

L. W. Ellis, who has been connected with the publicity department of the M. Rumely Co., La Porte, Ind., for nearly four years, for the past two being publicity manager, has severed his connection with the Rumely Co., and will, on January 1st, 1914, become advertising and sales promotion manager for the Holt Manufacturing Co., of Stockton, Cal.

Mr. Ellis has been mixed up with agriculture since childhood, his first employment being with the Deering Harvester Co., at Cedar Rapids, Iowa. After some time with the I. H. C., Mr. Ellis was appointed to a position in the U. S. Department of Agriculture, in whose interests he travelled extensively over the United States and Canada, studying farm equipment and particularly power farming.

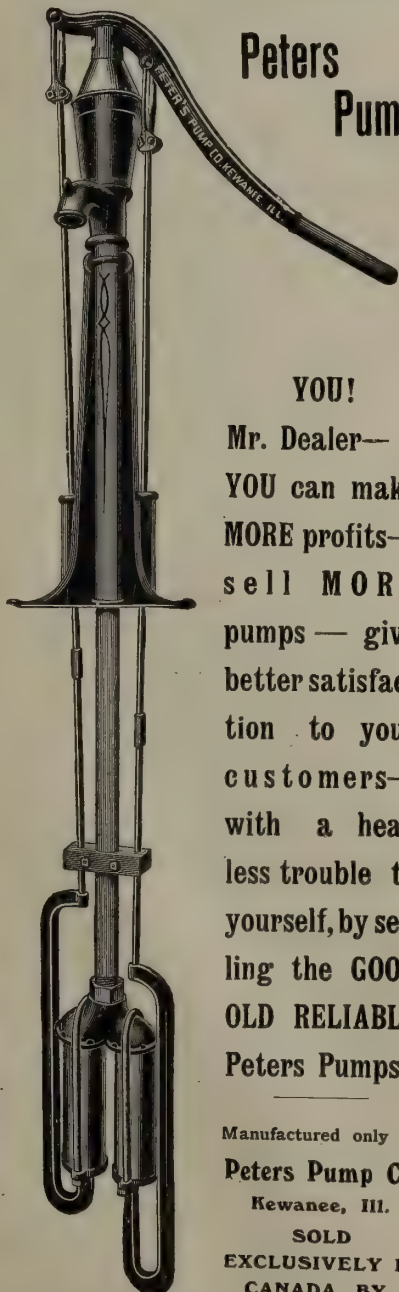
In March, 1910, he entered the employment of the Rumely organization as an educational writer, lecturer and publicity man. Along with Dr. E. A. Rumely he wrote "Power and the Plow," the first book published on traction plowing. The facile pen of Mr. Ellis is widely known throughout the agricultural and machinery press, and he is adjudged to be

one of America's leading experts on power farming. A member of the American Society of Agricultural Engineers, the National Gas Engine Trades Association, and the Association of National Advertising Managers, he is well and favorably known in the farm machinery business, while his books, articles and lectures have been of the greatest value to students of the subject of power farming possibilities. We feel certain that Mr. Ellis will prove a very valuable adjunct to the Holt Company, and we predict for him a future of further laurels in the farm machinery business.

The sad expression often worn by old men is probably caused by their having forgotten the things they thought they knew when young.

The Only Original

Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

The STA-RITE Gasoline Engine Has Eleven Exclusive Features

—features which make it far and away the most reliable, the simplest in construction, the most economical both in repairs and fuel consumption, the most durable gasoline engine ever produced.

The *Sta-Rite* will give your customers better service, more power and greater all round satisfaction. The beauty of it is you can easily demonstrate all these claims with the engine itself and with its records of service in the hands of thousands of owners. There's our improved slow speed, low tension rotary type magneto, which gives absolutely reliable ignition. Then it has a simple device which does away with the carburetor—and all its troubles, yet gives perfect carburetion.

With these and the other nine strong features you have an almost irresistible array of selling points.

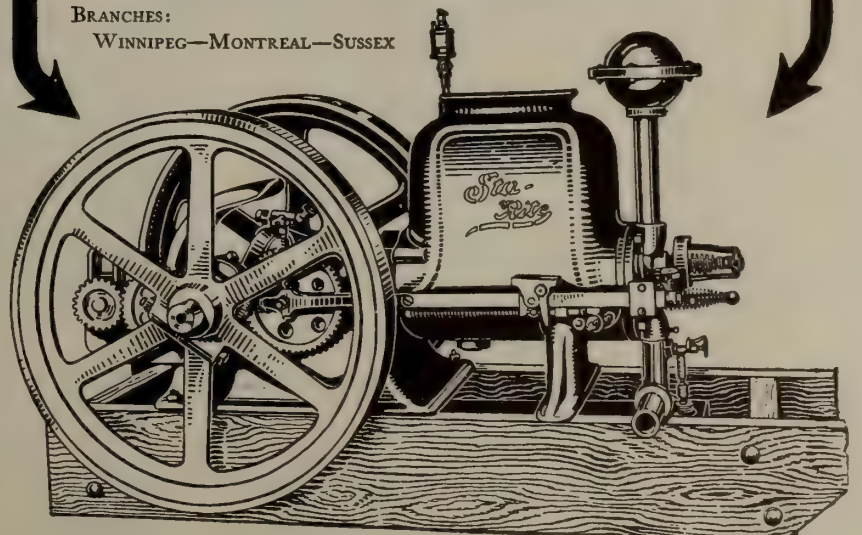
Our Selling Plan Builds Business for You

We help you get prospects and then help you to close them. We furnish you with strong, attractive ads to run in your local newspapers, beautiful hangers for your store. The inquiries that we get from our advertising in your town we turn over to you and then follow them up with strong personal letters full of selling talk, urging them to call at your store.

Our whole selling plan has for its foundation the store demonstration. Wouldn't you like to know more about it? Write for our proposition.

EMPIRE CREAM SEPARATOR COMPANY
109 King Street TORONTO, ONT., CANADA

BRANCHES:
WINNIPEG—MONTREAL—SUSSEX



FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents.

WINNIPEG, MANITOBA.

EASTERN EXCURSIONS

VIA THE

Canadian Pacific Railway

December 1st to 31st

Return Limit, 3 Months

Extension of Return Limit on payment of \$5 for each 15 days

Stopovers East of Fort William

4 EXPRESS TRAINS DAILY

"Imperial Limited," "Eastern Express," to MONTREAL

"Queen City Express," "Toronto Express," to TORONTO

Return Fares from and to a few of the principal points:

FROM \ TO	Toronto Hamilton Sarnia Windsor	Montreal Ottawa Belleville Kingston	St. John N.B. Moncton	HALIFAX
Brandon.....	\$44.00	\$49.00	\$63.30	\$67.45
Calgary.....	61.00	66.00	80.30	84.45
Edmonton.....	61.00	66.00	80.30	84.45
Fort William.....	40.00	45.00	59.30	63.45
Lethbridge.....	62.90	67.90	82.20	86.35
Medicine Hat.....	59.80	64.80	79.10	83.25
Moose Jaw.....	52.00	57.00	71.30	75.45
Port Arthur.....	40.00	45.00	59.30	63.45
Regina.....	50.65	55.65	69.95	74.10
Saskatoon.....	52.00	57.00	71.30	75.45
Swift Current.....	55.30	60.30	74.60	78.75
Weyburn.....	49.45	54.45	68.75	72.90
Winnipeg.....	40.00	45.00	59.30	63.45
Yorkton.....	48.35	53.35	67.65	71.80

Through Standard and Tourist Sleeping Cars and Dining Cars to Toronto and Montreal

Corresponding excursion fares from all stations, Port Arthur to Calgary and Midway, B.C. to all stations east of Port Arthur in

Ontario, Quebec and the Maritime Provinces

For booklet of information and full particulars as to fares train service, tickets and sleeping car reservations apply to nearest Canadian Pacific Railway ticket agent, or write to

A. C. Shaw, Gen. Pass. Agent, Winnipeg.
J. A. MacDonald, Dis. Pass. Agent, Brandon.
J. E. Proctor, Dis. Pass. Agent, Regina.
R. Dawson, Dis. Pass. Agent, Calgary.

The Elimination of Credit.

During the annual convention of the National Implement and Vehicle Association, the Committee on Terms and Credits said a great deal in a few words when they wrote the following in their report:

"The buying power of the consumer was never better, and a corresponding buying power exists with the dealer. The time has come when the dealer should sell for cash or substantially so, and the dealer should buy from the manufacturer for cash or substantially so, thereby reducing his price to the lowest possible net to the consumer that the difference between the dealer's price and that of the catalog houses would be correspondingly less."

In this there is the proper spirit of optimism regarding the buying power of the farmer and his ability to pay cash, "or substantially so." In the latter phrase is the happy medium outlined, that zone between a severe cash system and a loose credit system, to retain the good features of both, and in both eliminating the losses and dangers.

The recommendation that manufacturers should be paid promptly is most important, and in this lies the solution of the majority of the greatest problems confronting the merchant, whether retail or wholesale. The last few words of the paragraph, regarding the difference in price between dealer and catalog house admits that a difference does exist, and usually is in favor of the catalog house. Dealers, of course, can refute this claim that M.O. goods are lower in price than theirs—quality considered—but even to lower the apparent difference is the most important point that the dealer should have in view.

Where Lunatics Loose Out

Elbert Hubbard tells a good story regarding a recent visit which he made to a State Asylum. Walking across the grounds, about half a mile from the main building he came across an attendant in charge of a gang of twenty-five lunatics. The attendant was a little man—a sort of half portion—and the scribe was disturbed to observe his physical size compared with that of the majority of his wards. Strangely many lunatics are miracles of physical perfection—perhaps running to muscle since they are short in mind matter.

Hubbard approached the man and engaged him in conversation, saying:

"I don't want your job. What is there to hinder half a dozen of these big fellows getting together and half-killing you. If they got

at you all at once you wouldn't stand the ghost of a chance. There is no help within half a mile and you are not armed."

The attendant looked up at the man who knew so much and remarked with a smile.

"Say, you belong here yourself all right. You ask what is to hinder these fellows getting together to do me up properly? Why, if they could get together with anything or anybody they would not be here. That is their trouble. No man is ever the inmate of an asylum who has enough brains to do team work."

Here, then, lies a moral for every retailer. If the badge of sanity is the ability to co-operate it surely goes to prove that the more people you can work with and for, the bigger and brighter a man you are. The men who work alone—who lack organization—are, like the asylum gang with the diminutive keeper—in-effective. They carry no weight, they can be driven as sheep.

The specialized trade paper is a study in this respect. It co-operates with and reflects to manufacturer, jobber and dealer, the best means to a successful end in connection with its particular business.

A certain amount of co-operation and mutuality are essential to life. Little peanut men live alone; they do not read trade journals. They consider their business a tremendous secret and think that every man has his hand outstretched to grab some profits from their stamping-ground. It is all a mistake. We only grow as we co-operate, and he who locks out the world and his fellow men, locks himself into a cave. Naturally when he yells nobody hears him; when he dies nobody misses him.

Assimilate with your fellow dealers. That's the system. Subscribe for your trade paper and get some uplift and courage, some grit and lots of valuable information. Get away from your shell. Co-operate with others. Work together and win out. Service is the foundation of your business. It is based on specific knowledge. That quality you can gain by subscribing for and reading your trade paper.

Keep Close to Your Trade

Keep in touch with the buyer, question him now and then when you happen to meet, and you'll head off most complaints; the implements you sell will work smoothly, and the advertising given you and your store will be, not bad, but good.



Friendship in Business

WE have about made up our minds that the only kind of business friendship that counts for anything is the kind that is induced by satisfaction on both sides of a business deal.

A friendship which starts in satisfaction is a great incentive to give the same line of goods another trial, and when the second experience is as satisfactory as the first, the habit of buying from that line generally becomes fixed. Having come to this conclusion, it is good business for us to sell to dealers only such machines as will be satisfactory in the hands of the customer, so, from the smallest to the largest, each of our machine sales is a calculated effort to secure further sales from the same source.

We realize that not every man who buys one of our machines is a mechanic; therefore, the I H C aim is to make the machines so good and so simple that anyone not a mechanic can be successful in using them.

If you can—secure an I H C contract for oil tractors, engines, binders, mowers, rakes, disk harrows, manure spreaders, cream separators, motor trucks, farm wagons. We promise that we will do our best to guarantee that satisfaction which will lead your customers and prospects into the habit of buying I H C machines. Any I H C machine catalogue is yours for the asking. Address

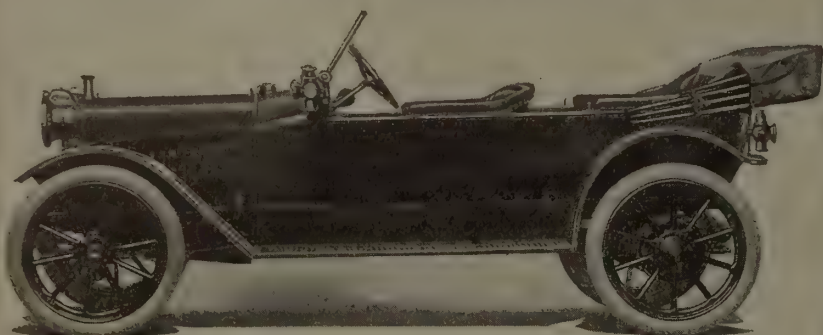


International Harvester Company of Canada, Ltd.

Western Branch Houses

Brandon, Man.	Calgary, Alta.
Edmonton, Alta.	Esteven, Sask.
Lethbridge, Alta.	North Battleford, Sask.
Regina, Sask.	Saskatoon, Sask.
Winnipeg, Man.	Yorkton, Sask.

"The Car of the Canadian Family"



Hupmobile

"We believe the Hupmobile to be the best car of its class in the World!"

We will be glad to give you the complete details of the 1914 Hupmobile and arrange for a demonstration with the nearest dealer in your territory, if you will allow us: Obey that impulse!

"32" Touring Car or Roadster—\$1,230 f.o.b. Windsor, Ont.

Four-cylinder, long-stroke motor, 3½x5½ inches; unit power plant. Selective type transmission, sliding gears. Center control. Full floating rear axle. 106-inch wheel base. Tires, 32x3½, Q.D. Rear shock absorber. Magneto rain shield.

Equipment—Rain vision, ventilating windshield; mohair top with envelope; Hupmobile Jiffy curtains; speedometer; cocoa matlin tonneau; Prest-O-Lite; oil lamps; tools. Trimmings—Black and nickel.

"32" Touring Car or Two-passenger Roadster with Westinghouse two-unit electric generator and starter; electric lights; over-size tires, 33x4 inches; demountable rims, extra rim and tire carrier at rear—\$1,380 f.o.b. Windsor, Ont.

Joseph Maw & Company, Ltd.

118 King Street

WINNIPEG

Distributors for Western Canada

Hupmobile—Chalmers—Peerless & Paige-Detroit Pleasure and Commercial

Best Service at Lowest Possible Cost

RE-BUILDING CAPITAL

You can, of course, figure just how comfortably a running business will carry itself under the ORDINARY circumstances of the future. Can you figure as surely on what would happen should that business cease to run for a time — as the result of FIRE, for instance.

INSURANCE

is the one sure source of capital for such contingencies. If you are properly insured you are protected—you have as good a knowledge of the future as any man can hope to have. It will pay you not to neglect for a moment the question of Insurance.

We Write FIRE, LIVE STOCK AND HAIL INSURANCE

—all lines that are of special interest to the Implement Dealer—and our policies are free from hampering conditions—they are policies that protect in every sense of the word. Facts and figures from 1,600 Local Agents or direct from

INSURANCE AGENCIES, LIMITED

WINNIPEG
BRANDON

REGINA
SASKATOON

CALGARY
EDMONTON

SHAKE, MR. DEALER!

To you and all the great brotherhood of Implement Dealers throughout Western Canada, we extend our most cordial and sincere wishes for a very Merry Christmas and a New Year replete with Prosperity.

But remember that YOU CAN INCREASE YOUR PROSPERITY by helping to place a

Stewart Sheaf Loader

with every threshing outfit. Your Christmas of 1914 will then have increased joy since the money saved by the use of STEWART SHEAF LOADERS will still be in your own district.

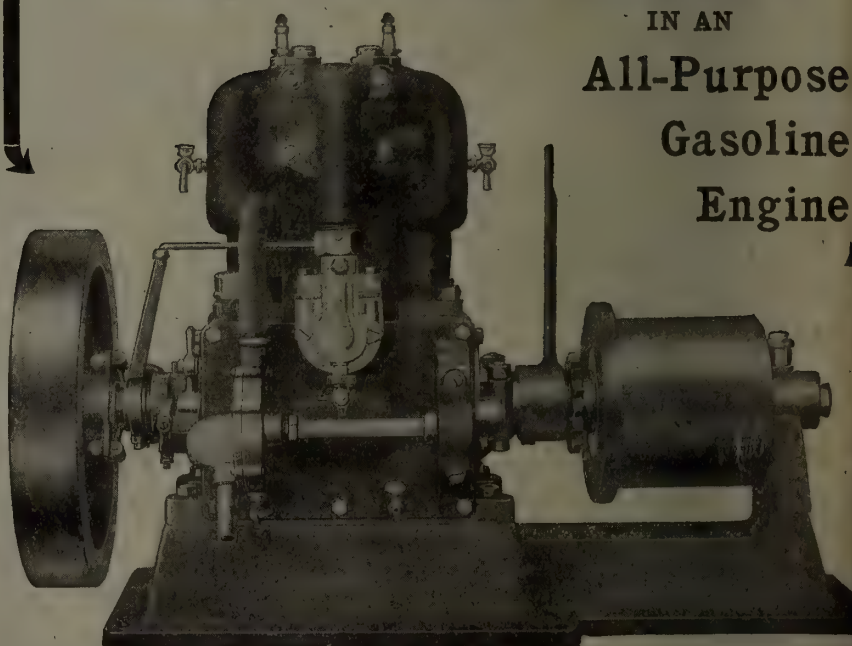
Stewart Sheaf Loader Co., Ltd.

804 Trust and Loan Building

WINNIPEG

LAST and BEST

IN AN
All-Purpose
Gasoline
Engine



6-8 H.P. 4 Cycle 2 Cylinder

Weight only 325 lbs. Speed 600 to 900 R.P.M.
Cylinder 4 x 4 inches. Power 4 to 8 H.P. Fly Wheel 14 x 4 in.

The remarkably light weight of this engine is obtainable only in this advanced type of construction. With its light weight it is the most compact and convenient engine to handle on the market. Its size adapts it perfectly to every kind of work on the farm. Length of base, 29½ inches; width, 8 inches and 12 inches; height of base, 4½ inches; to crank shaft, 8½ inches; total height 24 inches; shaft, 1½ inches.

Also built in special electric light type with double fly wheels. Regularly mounted on wooden skids: includes ignition system, etc., ready for operation. Magneto to order. Get our full specifications.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.

210 Chambers of Commerce, Winnipeg

